

82nd Avenue of Roses Implementation Plan
Public Involvement Plan

March 2016

Overview

Community involvement and coordination are critical to the success of the *82nd Avenue of Roses Implementation Plan*. Thousands of stakeholders including federal, regional and local agencies, modal advocates and stakeholders, business owners and employees, residents, and those who travel through and within the 7.5-mile corridor have an interest in transportation along 82nd Avenue. The neighborhoods along 82nd Avenue are multi-cultural and the corridor includes one the most diverse Census Tracts in Oregon. Corridor populations include immigrants and refugees, low-income, elderly, non-English speaking, communities of color, and people with disabilities. Well over 40 non-English languages are spoken at home among the populations in the corridor. In consideration of these characteristics, this Public Involvement Plan is focused on reaching residents and business owners who might not otherwise participate due to race, language, income, age, or ability. The plan was developed using Oregon Department of Transportation's (ODOT's) *Title VI Non-Discrimination Program Plan Guidelines for Civil Rights and Environmental Justice* (2013) with a goal of integrating environmental justice, civil rights, and limited English proficiency (LEP) principles into core project design.

In preparing this Public Involvement Plan, Cogan Owens Greene, LLC (COG) interviewed five community leaders and engaged in a discussion on successful engagement practices with the Community Advisory Committee (CAC). A summary of the stakeholder interview is included in Appendix A. The following stakeholders were interviewed:

- Alissa Keny-Guyer, Oregon State Representative District 46
- Anne Dufay, Executive Director, Southeast (SE) Uplift Neighborhood Coalition
- Duncan Hwang, Associate Director, Asian Pacific American Network of Oregon
- Nancy Chapin, 82nd Avenue Business Coalition and Board Members
- Steph Routh, Community leader, Active Transportation

Interview respondents and CAC members cautioned the consulting team and ODOT that corridor residents and stakeholders have significant involvement fatigue from a range of recent vision, planning and project related efforts in the corridor. Both stakeholders and the CAC recommended focusing outreach on specific milestones rather than expecting stakeholders to track a long, ongoing process. CAC members and interview respondents also strongly recommended partnering with established and trusted community-based organizations, schools, and culturally specific organizations to encourage equitable and inclusive participation. Guidance from these discussions influenced the public involvement activities included in this plan.

Public Involvement Goals and Objectives

As the *82nd Avenue of Roses Implementation Plan* is developed, ODOT will afford opportunities for all interested community members and stakeholders to provide meaningful guidance. Specifically, ODOT will:

- Identify and engage communities of color, low-income people, seniors and people with disabilities along the corridor.
- Tailor outreach to underrepresented groups such as minority, low-income, elderly and disabled populations.
- Provide real-time, relevant information, translated in at least four common languages (Chinese, Russian, Spanish, and Vietnamese) to reach LEP populations.
- Allow all interested participants to be meaningfully involved in project development without regard to race, culture, or income, so that they may fairly share in benefits and burdens, and enjoy the same degree of protection from disproportionate impacts including gentrification and displacement.
- Maintain a record of all updates or significant changes to the project based on information obtained through public outreach.

ODOT will achieve these objectives and meet its own requirements stated in its *Title VI Implementation Plan* (2014). These requirements include identifying Title VI and Environmental Justice audiences, tailoring outreach to underrepresented groups, and translating outreach materials to reach limited-English proficient populations.

Audiences and Stakeholders

Defined stakeholders for this project include institutions, public agencies, advocacy groups, organized neighborhood and business groups and Portland residents. In addition, students, local transportation interest groups and individuals (including bicycle, freight, pedestrians, mobility impaired, transit, recreational), other land owners and developers, environmental groups, media, emergency service providers, affordable housing interests, and the general public will have an interest in the plan and the resulting projects selected for construction and implementation. Table 1 includes general categories of stakeholder audiences and examples of stakeholder groups.

Table 1 – Example Stakeholder Groups

Stakeholder Category	Examples
Government Agencies and Public Institutions	Portland City Council, Portland Planning and Sustainability Commission, Multnomah County, Department of Land Conservation and Development, Portland Parks and Recreation District, Portland Public Schools, State and Federal Elected Officials, Clackamas County
Community Based	Asian Pacific American Network of Oregon, Center for Intercultural Organizing,

Stakeholder Category	Examples
Organizations	Immigrant & Refugee Community Organization (IRCO), East Portland Action Plan, Native American Youth and Family Center, Southeast Uplift, Central Northeast Neighbors, American Association of Retired Persons, Ride Connection, Organizing People/Activating Leaders (OPAL), Portland’s Commission on Disabilities
Transportation Stakeholders	Portland Municipal Airport, Multnomah County Bicycle and Pedestrian Advisory Committee, City of Portland Road Users Safety Task Force, Transportation Safety Advisory Committee, TriMet’s Committee for Accessible Transportation, Ride Connection, City of Portland Bike Advisory Committee, City of Portland Pedestrian Advisory Committee, Bicycle Transportation Alliance, Oregon Walks, Portland Freight Committee
Emergency Service Providers	City of Portland Police, Portland Fire and Rescue, Clackamas County Fire District #1, Clackamas County Sheriff
Businesses	82 nd Avenue Business Coalition, local businesses, freight companies, major employers and land developers
Media	Asian Reporter, Portland Chinese Times, El Hispanic New, Hispanic and Russian radio stations (housed in same building on Stark St), Portland Tribune, Oregonian, Portland Community College’s paper or Potty Express, Bike Portland
Residents and Community Groups	Neighborhood associations, recreational organizations, churches, Portland City Club, ad hoc interest groups, Office of Neighborhood Involvement
Title VI or Environmental Justice	Head Start, low-income or affordable housing advocates, United Way of Multnomah County, senior center or retirement homes, Portland Community College, Multnomah County Health Services, Latino Community Association, Multnomah County Developmental Disabilities Program, Multnomah County (including Seniors and People with Disabilities), Latino Network

Key Messages

As the team develops public information and communicates about the project, the following key messages may be useful in ensuring consistent communications:

- The *82nd Avenue of Roses Implementation Plan* area is a 7.5-mile corridor extending from NE Killingsworth Street to SE Johnson Creek Boulevard. Most of this area is in the City of Portland, with a portion in Clackamas County.
- ODOT is committed to working with the community to develop a set of high priority, implementable projects that can be funded in the next ten years.
- The planning process will finish in the fall 2017.

- At the same time as this project other planning processes, such as the City of Portland’s Comprehensive Plan, are addressing land use changes along the corridor.
- ODOT is making safety improvements at several intersections along 82nd Avenue. Construction will be complete by fall 2016. For more information, go to the website at www.82ndAveProjects.org.
- Resident and business guidance on the plan is essential. Opportunities include web-based information and comment, community walks, business surveys, workshops, and briefings.
- A CAC is guiding this work. CAC meetings are open to the public and notices will be posted on the website.
- For Americans with Disabilities Act or Civil Rights Title VI accommodations, translation/interpretation services, or more information call (503) 731-4128, TTY (800) 735-2900 or Oregon Relay Service 7-1-1.
- Additional project information is available on the project website: www.82ndAveProjects.org. Please sign up to receive updates.

Corridor Demographics and Title VI Populations

To inform the development of the Public Involvement Plan, the project team reviewed demographic data in a 0.5-mile range on either side of the corridor from the following sources: EJScreen’s 2008-2012 American Community Survey (ACS) Report, and Social Explorer’s 2010-2014 ACS (U.S. Census) Report. State and County data was collected using U.S. Census FactFinder (2008-2012 ACS). In some cases, the data collected from Census tools has been supplemented with available analyses from other public agencies. Additional maps are provided in Appendix B. Demographic data is summarized in Table 2.

Table 2 – Population Demographics by Location

Demographic Category	Study area	State of Oregon	Clackamas County	Multnomah County
Population	53,151	3,336,628	377,206	737,110
Age 65 and over	11%	14%	14%	11%
Age 17 and under	21%	23%	23%	14%
White	64%	85%	89%	78%
African American	6%	2%	1%	6%
American Indian	1%	1%	1%	1%
Asian American	14%	4%	4%	7%
Pacific Islander	1%	0%	1%	1%
Hispanic or Latino	10%	12%	8%	11%
Language spoken at home				

Demographic Category	Study area	State of Oregon	Clackamas County	Multnomah County
English only	74%	85%	88%	80%
Language other than English	26%	15%	12%	20%
Income				
Households with incomes less than \$25,000	28%	16%	17%	16%
Population – Poverty Status Determined				
People below poverty	27%	16%	10%	19%
Under 18	21%	21%	13%	23%
Over 65	11%	8%	6%	11%
Education Level (25 years and older)				
Less than high school, no diploma	15%	11%	8%	11%
High school graduate	25%	25%	24%	20%
Some college, no degree	33%	27%	29%	24%
Bachelor’s degree or more	27%	29%	32%	40%

Note: Data for the study area was collected with the 2008-2012 ACS Report, EJSscreen; county and state level data is from the 2008-2012 ACS report (www.factfinder.census.gov).

Age

Twenty-one percent of the population in the study area is 17 years of age or younger, similar to Multnomah County, and higher than Clackamas County. In the southeast portion of the corridor, (south and east of SE Powell Boulevard), more than 40 percent of residents are enrolled in public school at the K-8 level.

Income

Twenty-eight percent of households in the study area have incomes of less than \$25,000 which is a higher percentage than either Multnomah or Clackamas Counties. Concentrations of poverty are particularly acute around SE Powell Boulevard, SE Johnson Creek Boulevard, and north and south of Interstate 84. The concentration of poverty around SE 82nd Avenue and SE Powell Boulevard includes both children under 18 of age and older adults over the age of 65.

Education

Twenty-five percent of people age 25 and over within the study area have graduated high school which is similar to Clackamas County, and higher than Multnomah County. The percentage of people age 25 and over within the study area who have attained a bachelor’s degree or more is lower than either Clackamas or Multnomah Counties.

Ethnic/Racial

The study area is generally more ethnically and racially diverse than the state, Multnomah County or Clackamas County. The Census Tract around SE 82nd Avenue and SE Division Street is the most diverse in the state. Fourteen percent of residents study residents self-identify as Asian compared to 1 percent in Clackamas County and 7 percent in Multnomah County. Six percent of study area residents identify as African American, which is the same as Multnomah County, and higher than Clackamas County. Ten percent of study area residents identify as Hispanic or Latino which is more than in Clackamas County (8 percent) and less than Multnomah County (11 percent).

There is a need to update the nomenclature with respect to communities of color, and immigrant and refugee communities, so this report and all future outreach will refer to a specific ethnic/racial population that we are reaching out to or use a general term of “historically under-represented” rather than using the term minority, as shown in the Census statistics.

Limited English Proficiency

More than 26 percent of people over the age of 5 live in non-English speaking households in the corridor with 10 percent of the population speaking English not well or not at all. This is a significantly greater percentage of households than in the state (15 percent), Clackamas County (12 percent), or Multnomah County (20 percent).

Appendix B (Maps 24-27) provides more detail on where Maps 24-27 show areas where LEP is most prevalent along the 82nd Avenue corridor. LEP is particularly focused around the intersection with NE Killingsworth Street and SE Powell Boulevard. Native Arabic, Chinese, Japanese, Laotian, Pacific Islander, Romanian, Russian, African (Somali), Spanish, Ukrainian, and Vietnamese speakers are all prevalent in specific locations as shown in Maps 28-38 in Appendix B. In the study area, 61 percent of linguistically isolated households speak Asian-Pacific Island languages, 18 percent speak Indo-European languages, and 17 percent speak Spanish.

Decision Making Structure

In all public communications, it is important to be clear about who is making decisions for the project and how public comments will be used. At each step, stakeholders should clearly understand:

- Who will make the decisions?
- How stakeholders can influence the decisions?
- When will stakeholders have an opportunity to participate?
- How stakeholder input will be considered?

The project decision making structure as shown in Figure 1 includes a Steering Committee, a CAC, a Technical Advisory Committee (TAC), the Project Management Team (PMT) and ongoing public input.



Figure 1. Project Decision-Making Structure

Steering Committee

The Steering Committee will make recommendations to ODOT on focus areas, project sets and implementation. The Steering Committee is comprised of decision-makers from entities with implementation authority.

Community Advisory Committee

The CAC is comprised of representative stakeholders and community members from the project corridor. Fifteen members were selected via application, with the full membership to be broadly representative of the community. The CAC functions as an advisory body to the Steering Committee.

Technical Advisory Committee

The TAC is comprised of staff of entities with project implementation authority. The TAC provides technical feedback on deliverables for the CAC and Steering Committee and serves as advisory to the PMT. The TAC functions as a liaison to Steering Committee members and other staff within their agencies.

Project Management Team

The PMT includes the consultant team’s project manager and ODOT. The PMT provides day-to-day oversight of the project.

Public Involvement Milestones and Schedule

Public involvement is centered on the following three decision points:

- Select focus areas
- Develop project sets
- Prioritize projects for implementation

Based on the limited project resources, demographic research, and stakeholder interviews public involvement for the *82nd Avenue of Roses Implementation Plan* will be targeted during the development of focus area, project sets, and prioritization of projects for implementation as outlined in Figure 2. The time between June and December 2016 is reserved for data collection and technical work per the overall project schedule.



Figure 2. Public Involvement Milestones

Outreach Process

The public involvement activities are described by phase in detail showing tasks, schedule and responsibilities for each activity. The specific schedule may be revised as the project is executed.

Ongoing Activities

The following activities will support outreach and engagement throughout the project.

Project Website

ODOT will maintain a project website, www.82ndAveProjects.org, which will include the following information:

- Current project information
- Project documents
- Frequently asked questions
- News and participation opportunities
- Contact options to provide comments, ask questions, and join project mailing list

ODOT will update the website at least monthly and as needed to correspond regarding outreach milestones.

At each decision making milestone (select focus areas, develop project sets and prioritize projects), ODOT will host an online survey to collect input from the public. These strategies are described along with other outreach strategies relevant to each project milestone.

In addition to the website, public comment opportunities and public events will be advertised through the existing ODOT social media accounts to reach individuals already interested in ODOT projects.

The internet and social media are good ways to reach people across income, age, and educational attainment groups, but cannot be relied upon as the only outreach mechanism. In 2014, the Pew Research Center¹ found that internet use was fairly consistent across race and ethnic groups with more than 80 percent of those identifying as White, African American and Hispanic using the internet. The same study found that internet use was lowest among those with the lowest incomes (77 percent of people living in households with annual incomes below \$30,000 use the internet). Social media use is significantly higher among people under 50 years old with more than 80 percent of adults under age 50 who use the internet using social media. More than 70 percent of adult internet users use social media regardless of income or educational attainment.

ODOT will collect comments via email and the website. ODOT will respond to comments individually to the extent possible. The consultant team will draft updates to the website to respond to frequently asked questions.

Task	Responsibility	Schedule	Review
Maintain website	ODOT	Monthly	
Comment responses	ODOT	As needed	CH2M
Online surveys	COG write/ ODOT SurveyMonkey	See milestones below	ODOT
Social media plan	ODOT	See milestones below	

¹ <http://www.pewinternet.org/three-technology-revolutions/>

Coordination with Existing Groups

ODOT will meet with neighborhood, business and stakeholder groups as needed to support the development of the implementation plan. After each meeting, ODOT will document the key discussion points. ODOT will provide information to COG/CH2M to allow for tracking of all meetings during the development of the plan.

Task	Responsibility	Schedule	Review
Respond to requests for presentations/meetings	ODOT	As needed	
Document meetings	ODOT	As needed	
Track meetings	CH2M	As needed	
Social media ask	ODOT	As needed	

Interested Parties List and Comment Tracking

CH2M will develop an interested parties list based on existing lists provided by ODOT and the City of Portland. The list will be used to distribute e-newsletters, postcards, and other project notices and information. CH2M will also track comments received and responses provided by ODOT.

Task	Responsibility	Schedule	Review
Provide existing interested parties list	ODOT/City of Portland	April 1, 2016	
Develop interested parties list	CH2M	April 15, 2016	ODOT
Track comments/responses	CH2M	As needed	ODOT

Community Advisory Committee

ODOT has formed a CAC charged with providing guidance to ODOT throughout development of the *82nd Avenue of Roses Implementation Plan* and providing recommendations to the Steering Committee at key milestones. The CAC includes members representing a variety of interests including neighborhood associations, study area residents, businesses, freight, drivers, cyclists, pedestrians, schools, and public health. The CAC members represent a range of ages and racial and ethnic groups.

The CAC will meet five times during the process and will be facilitated by CH2M. Meetings will focus on the following topics:

#1 – Project overview (held 11/15)

#2 – Charter, focus area selection criteria (May 2016)

#3 – Workshop with the Technical Advisory Committee (TAC) to provide inform selection of focus areas (June 2016)

#4 – Identify project ideas (December 2016)

#5 – Review community input on project ideas (April 2017)

#6 – Prioritize project ideas for Steering Committee review (July 2017)

Task	Responsibility	Schedule	Review
Recruit CAC	ODOT	Complete/October 2015	
CAC charge and protocols	CH2M	April 1, 2016	ODOT
CAC agendas	CH2M	1 month prior to CAC meeting	ODOT
Distribute CAC packet	ODOT	1 week prior to CAC meeting	
Post CAC materials to website	ODOT	1 week prior to CAC meeting	
CAC meeting notes	CH2M	1 week after CAC meeting	ODOT

Translations and Accommodations

Due to the ethnic diversity of the 82nd Avenue corridor population, ODOT and the consultants will translate key materials in Chinese, Russian, Spanish, and Vietnamese. These represent the most commonly spoken languages in the corridor. We expect the translation to be simplified Chinese or Cantonese. These translations and outreach efforts are described in detail in the milestone-focused sections below. ODOT will provide a translated message on all materials printed in English providing information about how to request information in languages other than English. This message will also include information about how to request materials or accessibility services for people who are sight or hearing impaired or require other accommodations.

Task	Responsibility	Schedule	Review
Provide accessibility/LEP message to include on all project materials	ODOT	March 15, 2016	
Translate some project materials into four languages	COG/ODOT	Ongoing	ODOT

Milestone Focused Outreach

The following sections describe public involvement activities by milestone.

Milestone 1: Focus Area Selection

The goal of the first decision milestone is to select focus areas where the team will develop ideas for improvements. Based on information collected in early stakeholder interviews, outreach will be limited

to a survey and outreach to existing groups as a way to reduce public planning fatigue. The following public involvement activities will help inform focus area selection.

Fact Sheet

CH2M will develop one two-page fact sheet describing the *82nd Avenue of Roses Implementation Plan* and opportunities for engagement. COG will translate the fact sheet into Chinese, Vietnamese, Spanish, and Russian. The fact sheet will be designed to be useful throughout the project lifespan and will rely heavily on non-text/graphics/maps to convey information without needing translation. ODOT will provide a template for the fact sheet.

Task	Responsibility	Schedule	Review
Provide template	ODOT	March 1, 2016	
Draft content (English)	CH2M	March 15, 2016	ODOT
Final fact sheet (English)	CH2M	April 1, 2016	ODOT
Translated final fact sheet (four languages)	COG	April 7, 2016	IRCO/ODOT

Online Survey #1

COG will develop a short online survey asking for input on the focus area selection criteria. ODOT will post a link to the survey on the project website. COG will manage translations into Chinese, Russian, Spanish, and Vietnamese through sub-consulting with community engagement liaisons (CELs). COG will prepare a summary of all responses to the online survey, including translated responses in Chinese, Russian, Spanish, and Vietnamese to English. The survey will be posted to the project website.

ODOT will advertise the survey by sending out an email to the interested parties list and posting a link to ODOT’s social media channels, as well as asking the CELs and interested parties group to send to their social media accounts. The project team will also ask the CAC to help distribute the online survey link to interested people in their networks. ODOT will develop an advertising poster to help get the word out to interested groups and libraries, as well as other locations along the corridor.

Task	Responsibility	Schedule	Review
Draft online survey questions	COG	April 15, 2016	CH2M/ODOT
Advertising poster	ODOT	April 2016	
Final online survey link	COG	May 1, 2016	CH2M/ODOT
Survey open		May 2016	
Survey response summary	COG	1 week after survey closes	CH2M/ODOT

Discussions with Accessibility-Focused Groups

To ensure that the perspectives of the people with mobility challenges are represented in the focus area selection process, ODOT will meet with the City of Portland’s Disability Advisory Committee and TriMet’s Committee on Accessible Transit. At these meetings, ODOT staff will introduce the project and lead a discussion on questions similar to those presented on the online survey. Outcomes from the discussion will be presented along with responses to the online survey.

Task	Responsibility	Schedule	Review
Schedule meetings	ODOT	April 2016	
Hold meetings	ODOT	May 2016	
Short discussion summary	ODOT	1 week after meeting	CH2M/COG

Milestone 2: Develop Project Sets

The goal of the second decision milestone is to identify project ideas or “sets” in each focus area. This is a brainstorming step aimed at identifying and addressing transportation needs in each focus area. The following public involvement activities will help inform the development of project sets and will be more robust than the previous milestone, since this is collecting new information.

Mailer and E-Newsletter #1

CH2M will prepare a mailer and e-newsletter advertising the opportunity to provide input about project ideas through the online survey or walking tours; efforts will be taken to reduce costs of translations by utilizing language from Survey #2. ODOT will provide the translations, print and mail the mailer, as well as distribute the e-newsletter to the existing mailing list. The mailer will be distributed to the interested parties list described above. ODOT may decide to mail to a broader group based on budget and success of other outreach methods.

Task	Responsibility	Schedule	Review
Draft content	CH2M	February 1, 2017	ODOT
Final mailer and e-newsletter (English and translated)	CH2M	February 14, 2017	ODOT
Translation for mailers/e-newsletter	ODOT	February 7, 2017	
Distribute mailer and e-newsletter	ODOT	February 28, 2017	ODOT

Online Survey #2

COG will develop a short online survey asking for community input on project sets. ODOT will post a link to the survey to the website. The survey will be translated into Chinese, Russian, Spanish, and Vietnamese. COG will prepare a summary of all responses to the online survey including translated

responses in Cantonese, Vietnamese, Spanish, and Russian to English. ODOT will develop a poster to announce the survey and to increase participation by under-represented groups, similarly to the first survey.

Task	Responsibility	Schedule	Review
Draft online survey questions	COG	January 1, 2017	CH2M/ODOT
Prepare and distribute poster	ODOT	February 2017	
Final online survey link	COG	February 28, 2017	CH2M/ODOT
Survey open/post to website	ODOT	March 2017	CH2M/ODOT
Survey response summary	COG	1 week after survey closes	CH2M/ODOT

Business Canvass

To ensure that the perspectives of local business owners, employees, and residents are represented in the development of project ideas, COG and a community-based organization with an associated CEL will manage a canvass of up to 100 businesses in the focus areas. COG will prepare a questionnaire for use in the canvassing and will train canvassers. The canvassing will be conducted primarily in English by bilingual canvassers; however, the questions will be translated into Chinese, Russian, Spanish, and Vietnamese. A summary of the canvassing responses will be provided along with responses to the online survey.

Task	Responsibility	Schedule	Review
Draft questionnaire	COG	January 1, 2017	CH2M/ODOT
Final questionnaire (in English and translated)	COG	January 15, 2017	ODOT
Conduct canvass to 100 locations	COG	March 2017	
Summary report (included in survey response)	COG	1 week after canvassing	ODOT

Walking Tours

To inform the definition of the project sets for each focus area, the team will lead four walking tours (one per focus area). Each walking tour will be two hours long and focus on identifying improvement ideas. Walking tours will be conducted in partnership with CELs. They will be advertised by the CEL contact as well as in e-newsletter and by CAC members. Neighborhood associations and schools will be asked to distribute/advertise as well. Comments from each walking tour will be summarized by the event lead.

Task	Responsibility	Schedule	Review
Schedule four walking tours	COG	January 2017	CH2M

Lead walking tours	COG	March 2017	ODOT
Summary	COG	1 week after tour	ODOT

Discussions with Accessibility-Focused Groups

Similar to Milestone 1, ODOT will meet with the City of Portland’s Disability Advisory Committee and TriMet’s Committee on Accessible Transit to ensure that the perspectives of the people with mobility challenges are represented in the development of project ideas. At these meetings, ODOT staff will introduce the project and lead a discussion on questions similar to those presented in the online survey. Outcomes from the discussion will be presented along with responses to the online survey.

Task	Responsibility	Schedule	Review
Schedule meetings	ODOT	January 2017	
Hold meetings	ODOT	March 2017	
Short discussion summary	ODOT	1 week after meeting	CH2M/COG

Milestone 3: Prioritize Projects

The goal of Milestone 3 is to prioritize projects for implementation. Information and community guidance gathered during this phase will inform deliberations by the CAC and TAC as they develop recommendations. The following public involvement activities will help inform project prioritization for the implementation plan.

Community Workshops

The team will design and facilitate two community workshops to review project ideas and gather feedback on prioritization of projects. The workshops will be held at ADA accessible meeting facilities, on a bus line within the study area. COG will develop materials to be used at the workshop and posted to the project website by ODOT. The workshops will be advertised with a mailer and e-newsletter in English and the four other languages; efforts will be taken to reduce costs of translations by utilizing language from Survey #2. ODOT will provide the translations for the mailer, print and mail the mailer, as well as send the e-newsletter. The mailer will be distributed to the interested parties list described above. ODOT may decide to mail to a broader group based on budget and success of other outreach methods.

Task	Responsibility	Schedule	Review
Workshop plan	CH2M	6 weeks prior to workshop	ODOT
Mailer and e-newsletter	CH2M	4 weeks prior to workshop	ODOT
Translation for mailers/e-newsletter	ODOT	4 weeks prior to workshop	

Task	Responsibility	Schedule	Review
Schedule community workshops	COG	6 weeks prior to workshop	ODOT
Materials for meeting (in English and four other languages)	CH2M/COG	1 month prior to workshop	ODOT
Post to materials to website	ODOT	1 month prior to workshop	
Compile workshop summary	COG	2 weeks after workshop	ODOT

Document Public Involvement Process

After the public involvement progress is complete, CH2M will prepare a final summary of public involvement activities that will be included as part of the *82nd Avenue of Roses Implementation Plan*. This summary will include the following information:

- Overall public involvement plan results
- A summary of Title VI/EJ focused outreach activities
- A summary of key outreach activities by milestone
- Summaries of guidance and feedback received at each milestone
- A final interested parties list
- A final meeting and comment/response log
- Final summaries from all CAC meetings

Evaluation and Monitoring

The PMT will evaluate and monitor the success of public involvement efforts throughout the process and modify this plan as needed to improve success.

Evaluation methods include the following actions:

- Include demographic questions in online and in-person surveys with a goal of garnering a sample of 20 responses from Russian, Latino, and Asian (Chinese and Vietnamese) community members (80 overall) for each of the two surveys.
- Engage up to 20 Russian, Spanish and Asian-speaking community members at public events and corridor walks (160 overall) for all public events, canvassing, and walking tours.
- Use meeting evaluation forms for CAC meetings and in-person meetings with a goal of 90 percent of people finding meetings useful and information presented clearly.
- Include demographic tracking for business canvass with a goal of five percent of the respondents self-identifying as one of the historically under-represented groups.
- Monitor CAC attendance over time with a goal of maintaining regular attendance by 80 percent of CAC members (unless they formally resign).

Appendices

Appendix A: Stakeholder Interview Summary

Appendix B: Demographics

Appendix C: ODOT Guidelines and Title VI Requirements

Appendix A: Stakeholder Interview Summary

January 26, 2016 Stakeholder Interview Summary

For the purpose of developing a refined public involvement strategy and plan for the 82nd Avenue of Roses Implementation Plan, Cogan Owens Greene interviewed five community leaders prioritized by the Oregon Department of Transportation (ODOT). We used the following script. Responses are summarized after each question.

Interviewees included the following. We are grateful for their time and guidance.

Alissa Keny-Guyer, Oregon State Representative
Anne Dufay, Executive Director, SE Uplift Neighborhood Coalition (SEUL)
Duncan Hwang, Associate Director, Asian Pacific American Network of Oregon (APANO)
Nancy Chapin, 82nd Avenue Business Coalition
Steph Routh, Community Leader, Active Transportation

The following is the background we gave as context by way of introduction.

Introduction/context

Hello, this is [Steve Faust/ Kirstin Greene] from Cogan Owens Greene calling on behalf of the Oregon Department of Transportation (ODOT) and CH2MHill. We are working on the 82nd Avenue of Roses Implementation Plan. Public and stakeholder involvement and coordination are critical to the success of the planning effort. There are several planning efforts and community initiatives on or around 82nd Avenue including the Powell Division Bus Rapid Transit (BRT) Project, Outer Powell and a number of 82nd Avenue safety, sidewalk and accessibility (ADA-related) improvements identified on the project Website.

Through this process, ODOT and the community will create a list of implementable projects at four yet to be defined key focus areas between NE Killingsworth Street and SE Johnson Creek Boulevard. Implementable projects are expected to be able to be funded and constructed within 10 years. This could include projects that are on the roadway itself, on sidewalks or at intersections. Projects may address safety for all people who use 82nd Avenue whether walking, biking, taking transit or driving cars or trucks.

At the outset, we are creating a community public involvement plan. We are talking to five community leaders familiar with the corridor to increase our understanding of productive community engagement activities that will help guide the project in light of the significant planning and discussion that has occurred in these communities to date.

Thank you in advance for your time and guidance.

As background, there are a number of stakeholders in the corridor. A sample of those have agreed to serve on the Community Advisory Committee. Many stakeholders are low-income, have limited English proficiency or are in other protected groups, and some can be characterized as having all three characteristics.

Questions

- 1) Who are likely champions for changing the status quo on 82nd Avenue, with respect to transportation?
 - Everyone (several mentions). Don't know anyone who is satisfied with the status quo.
 - The 82nd Avenue Business Coalition.
 - 82nd Avenue isn't meeting the needs of anybody. From safety, walkability and access to freight users, students and commuters. The road is trying to be too much to too many people. It needs a better identity, clarity. Is it a highway or a city street?
 - There are many champions and people who are actively interested and working on improvements to 82nd Avenue. Committees, neighborhoods actively involved, coalition-wide land use committee, all have individuals who serve on various committees, and a staff person to coordinate.
 - See previous Town Hall summaries.
 - See APANO's Jade District Vision and specific implementation recommendations (several mentions), especially at 82nd and Division.
 - Caution: there is tremendous engagement fatigue in the area, with some broken promises, aspirations for action (Outer Powell, High Capacity Transit, Bus Rapid Transit as some examples).
 - It's very difficult to get people interested in 5-10 year plans when they are consumed with survival every day.
 - Don't empanel anyone to engage on this if you are not absolutely committed to the improvements.
 - 82nd and Division should absolutely be one of the focus areas.
 - Hold zero open houses.

- 2) Who are likely opponents of change (defenders of the status quo)?
 - In all of our experience and outreach to businesses and residents, you will not find anyone who will oppose these improvements.
 - ODOT.
 - No opposition from neighborhoods. Maybe from businesses for construction or improvements that will change access.
 - The bigger challenge will be catching the communities' attention given the dynamics of long range planning (mentioned above).
 - 82nd is interesting for our small business community. There's a pretty distinct divide in vision. Some want safe, walkable, multi-modal access. There are many dreams, including of a Parisian style Boulevard. Others, including culturally specific, regional-serving businesses and restaurants, are auto-oriented. Their clients are from the neighborhood but also Gresham, Happy Valley, Clackamas County and other areas. Their customers come mostly, if not all, by car. Changes to limit that access (parking lots, etc.) are perceived as a threat to their and other associated small businesses. People drive up and down the corridor to the

shops. People drive from business to business. Other businesses think it would be great if they got foot traffic. The business community is pretty split on what they want to see.

- Great that ODOT wants to do something here. If new ideas want to be implemented or talked about, it is an ODOT issue. A lot of community members that have thought about a road diet as applied to 82nd. Won't happen under ODOT's jurisdiction.

3) Given the diverse demographics in the corridor, where should we prioritize our public involvement efforts?

- Networking, building relationships, knocking on doors.
- Partner with community-based organizations (CBOs) and provide sufficient resources.
 - Give CBOs time necessary to gather resources and people needed for effective outreach.
 - Provide translators and make sure they are local; for example, Chinese translators from other communities use different symbols for local landmarks than local translators use.
 - Community will show up if there is a trusted relationship and they can have an impact on the outcomes.
- Hire APANO, or groups like the Center for Intercultural Organizing (CIO), the Immigrant and Refugee Community Organization (IRCO), East Portland Action Plan (EPAP) staff. These (community based) organizations have been engaged in direct outreach. Don't try to duplicate efforts.
- Don't waste people's time.
- You have a terrific Community Advisory Committee (CAC). Use them.
- Specifically engage NAYA. They have a school planned off 82nd and properties on Killingsworth.
- From a bicycling, active transportation perspective, engage Nick Falbrow. He is very thoughtful and knows the area well.
- Convene forums hosted by elected officials, Representative Keny-Guyer and Senator Dembrow, Councilor Steve Novick.
- This is the most diverse census tract in the state of Oregon. It's majority/minority up and down 82nd with different pockets of ethnic concentrations. Montavilla is up and coming but mainstream white. The Jade District is very diverse. Check school data. Largest concentrations of Cantonese and Vietnamese speaking communities with Russian and Somali communities as well. Lents is also very diverse. There is no one size fits all approach. Look at your focus areas and tailor outreach to those communities.
- Neighborhood associations aren't representatives of the people you are trying to serve the most under Title VI.
- Neighborhood Associations might pick areas for improvement that then would be subject to gentrification. Would bias toward that geographic neighborhood association rather than looking at improvements from an equity perspective.
- As you are limited in resources, use an equitable process driven by equity, data and community voice. Tailor to specific areas. If you open up the focus area selection process generally, the squeakiest wheel will get the most attention, rather than the most equitable solution.
- Consider a three-part screening process:
 - Pull together most recent and relevant data (high crash rates, ridership, traffic volumes, on/off boardings on transit and ramp deployments). Then apply a Title VI, equity lens.
 - Overlay the demographics / greatest diversity. Check correlation.

- Finally, conduct strategic outreach, fact finding on the ground. The problem with the data is that you don't have it until something bad happens (e.g., no one has died yet). Then hold community conversations. Gather qualitative data from people who, for example, walk the corridor frequently. Structure outreach to capture those perceptions.
- Once you have those overlays and data, then customize your outreach according to the culturally specific communities in those focus areas.
- Business associations, SE Uplift and CNN and to some extent, East Portland Neighborhood. Mostly SEUL (Southeast Uplift) and CNN (Central NE Neighbors) have been active working along that corridor. APANO interested and a good resource.
- Caution about online engagement. It's very hard to get really good, useable data from online surveys. In SE and far NE, the digital divide is the greatest, including the least access to computers and internet. You would hear from close-in Lents, Montavilla and South Tabor, but that's not who we need to hear from. If you use, it, recognize the limitations. If you are limited in funds, I wouldn't use it as a tool.

4) Who would you expect to be easiest to engage?

- People with computers – but that's not who we are trying to reach through a Title VI approach. [See previous responses.]
- Mainstream, non-immigrant owned businesses.
- Bike Loud.
- Terry Parkhurst and Lew – they are great and should be engaged.

5) Who might we miss through traditional forms of public involvement (open houses, business interviews, walks, online surveys and advisory committee meetings)?

- Walks have been successful in other communities (Foster). Be sure to have translators.
- A lot of people. People have extreme fatigue with the dialogs to date. [See cautions in responses in question 1].
- The prevalent, immigrants and refugee residents and businesses up and down the corridor.
- Invite CBO leadership to come to CAC-sponsored workshops so they don't have to mobilize their people.
- AARP, Bandana Shrestha.
- Ride Connection, Cora Potter.
- Organizing People/ Activating Leaders (OPAL) – Vivienne and new Executive Director Huy Ong.
- People who are busy.
- People without computers (language and age).
- People whose first language isn't English.

6) How best to reach those communities we might otherwise miss?

- *Portland Chinese Times* and *El Hispanic New*.
- Hispanic and Russian radio stations (housed in same building on Stark Street).
- APANO is the best resource regarding this issue.
- Flyer, door to door, trouble getting to apartment buildings, mailing.
- Talk to ONI to see if they have ideas, will have language issues.
- IRCO – ask them what to do?
- Jes Larsen used to be at NW Pilot Project. They serve elders who are homeless or at risk.

- Portland’s Commission on Disabilities.
 - TriMet’s Committee for Accessible Transportation.
 - Disability Rights Oregon, their executive director served on Oregon’s bike/ped plan.
 - Accelerate the transition plan toward accessibility. CALDOT got sued for not moving fast enough.
- 7) This is a very diverse corridor with Spanish, Russian, Vietnamese, Chinese and Somali spoken at home in higher frequency than the region as a whole – what languages do you find most prevalent or we are missing?
- See the school data.
 - Ethnic media can be particularly impactful.
 - Language specific forums on specific topics.
 - People only turn out for what impacts them.
 - Most frequently, Spanish is additional language, some outreach on other projects with Russian and Somali, but largely rely on interpretation.
 - CNN has done most of any neighborhood for multiple language outreach.
 - Catholic Services good way to reach Somali community members.
 - Cantonese.
 - Harrison Park School has 40 languages spoken at home. Need to refine by the focus areas.
 - Even the above languages (in the question) aren’t spoken uniformly across the corridor.
- 8) In addition to those listed on the CAC, with what community or business organizations should we be sure to engage?
- Brian Wong and Diane Sparks are good representatives on the CAC.
 - Nancy Chapin, 82nd Avenue Business Coalition.
 - Immigrant communities.
 - The CAC is not a particularly diverse group.
- 9) In your experience, what are the best places and times for the general community to meet?
- There is no one great time that works for everyone.
 - Connect with Business Association on events: 82nd Avenue of Roses Parade (April 30th); “Around the World in 82 Dishes” event.
 - Evenings, not Fridays, Sunday afternoons.
 - PCC good venue. APANO could provide venue for immigrant community.
 - Again, hire the CBOs to do the outreach for you.
 - Breakfast meetings for businesses. They open at 10 or noon.
 - Evenings with dinner and child care.
 - Really depends on the type of outreach you are doing. You can accomplish a lot by walking around talking to people in stores, on the street.
- 10) Any final advice or guidance?
- On fact sheet, be clear that the planning effort has funding, but the projects do not.
 - 82nd Avenue businesses are prepared to do the work / be part of the project.
 - Business Association members would like to know, “What are the challenges to jurisdictional transfer of 82nd Avenue from State to City of Portland?”

- Business owners are tired of hearing about the City accepting “lowest bids.” Prefer to have higher quality bid than inferior products.
- Limited public involvement resources is a big challenge. Be smart about how you deploy those resources.
- Difficult to engage people in hypothetical 5-10 years. Most believe government is going to do what it will do. Recent Powell-Division process big blow to credibility.
- Need to have a more immediate hook.

APPENDIX B: Demographics Assessment

82ND AVENUE CORRIDOR DEMOGRAPHIC OVERVIEW

This document is a summary of the demographics along the 82nd Avenue corridor prepared for CH2MHill and ODOT for the 82nd Avenue Corridor Public Involvement Plan. The study area includes 82nd Avenue and ½ mile on either side from Lombard Avenue at the north to SE Johnson Creek Boulevard to the south. This section of the 82nd Avenue corridor is approximately 7.5 miles.

MAP 1



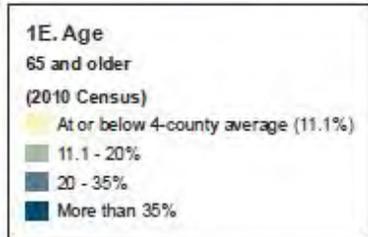
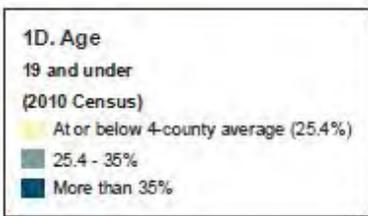
MAP 2



MAP 3



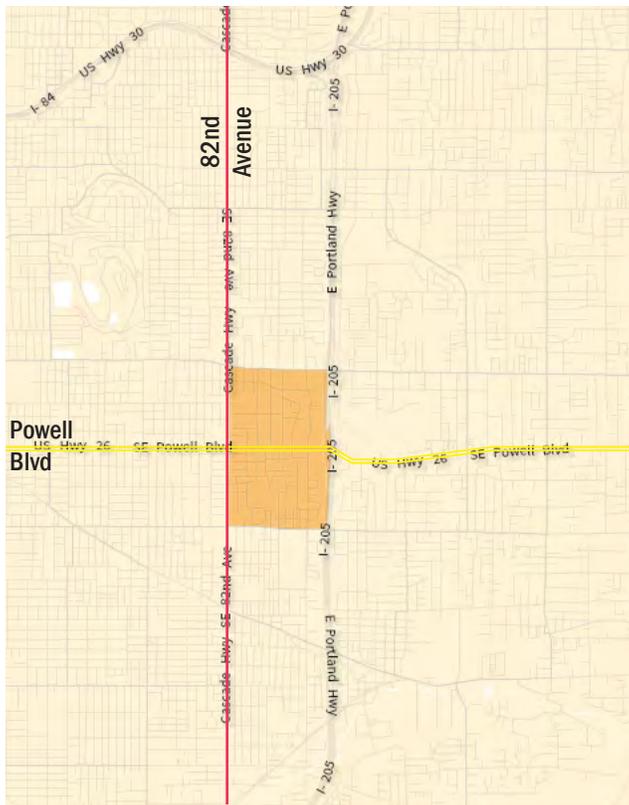
POPULATION AGE



MAP 4

HOUSEHOLD INCOME

Households: Less than \$10,000

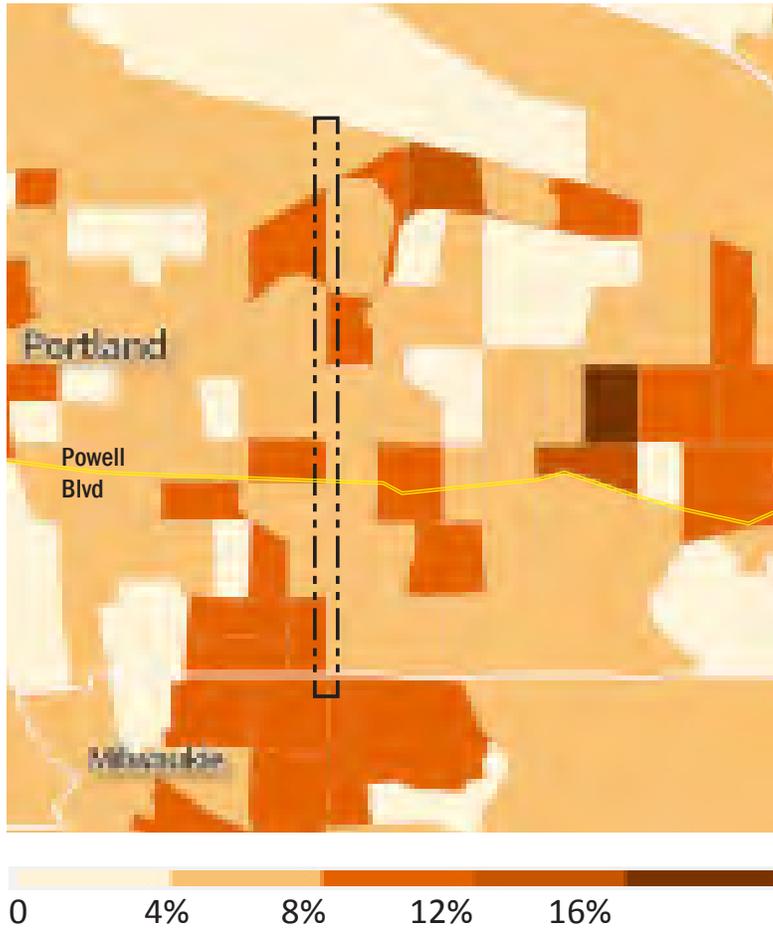


0 20% 40% 60% 80% 100%

UNEMPLOYMENT

MAP 5

**Civilian Population in Labor Force
16 Years and Over: Unemployed**



POVERTY

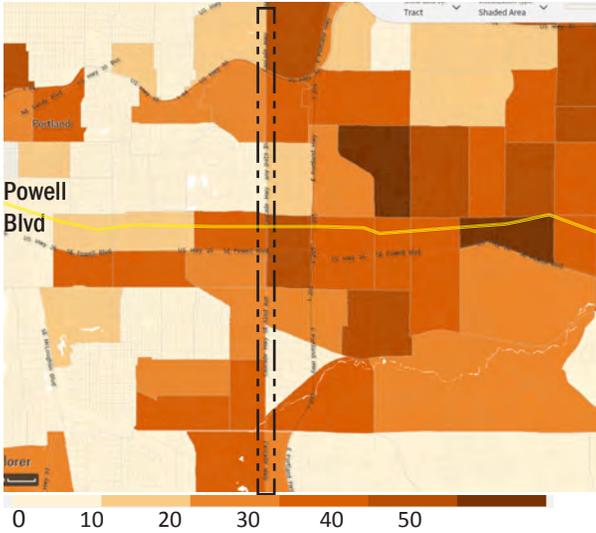
MAP 6 depicts the percentage of households in the corridor that are below poverty level.

MAP 6

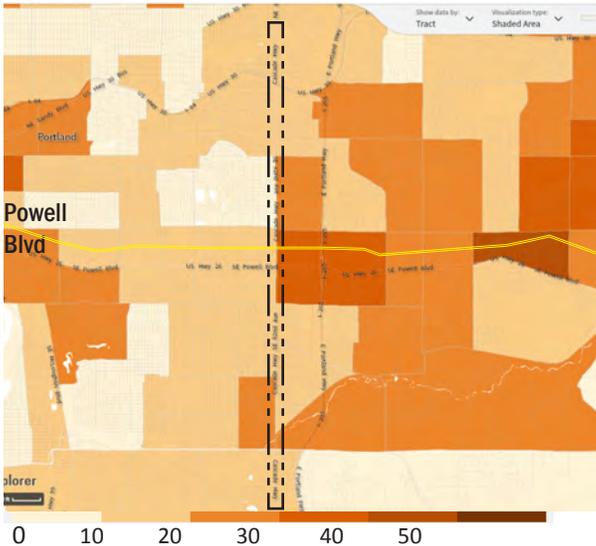


**MAP 7 Population Under 18 Years of Age:
Living in Poverty**

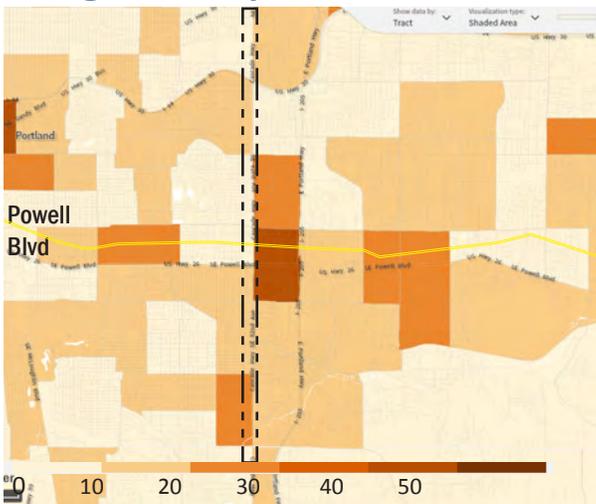
POPULATIONS LIVING IN POVERTY



**MAP 8 Population Age 18 to 64:
Living in Poverty**

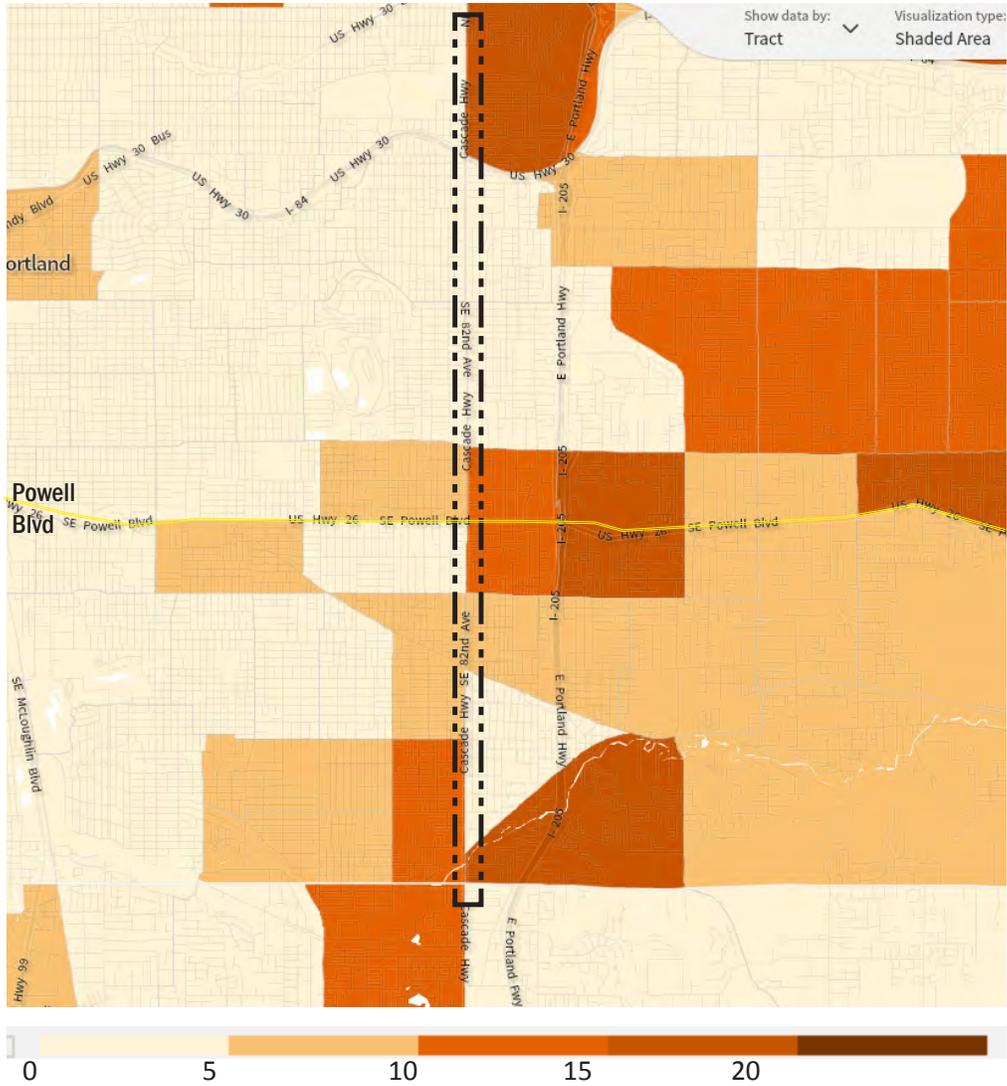


**MAP 9 Population Age 65 and Over:
Living in Poverty**

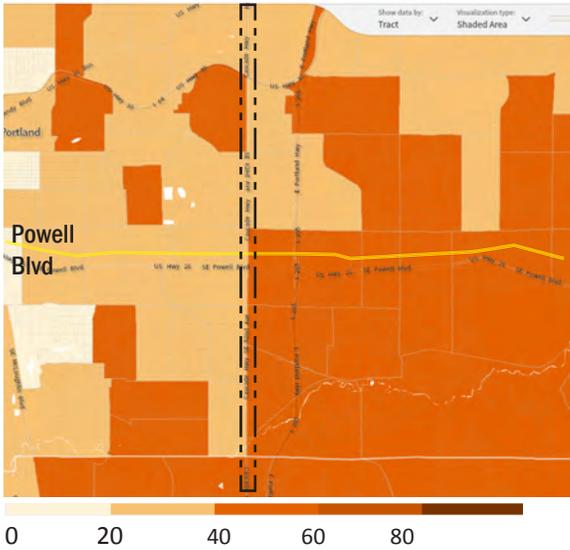


Background information for the 82nd Avenue Implementation Project Public Involvement Plan, Cogan Owens Greene 3/7/2016

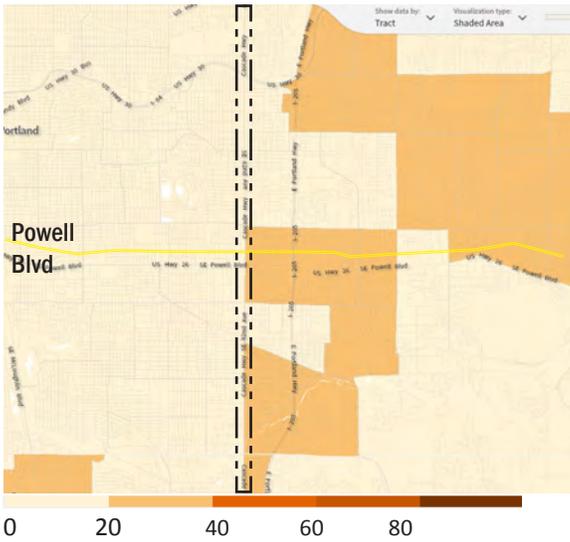
MAP 10 Single Mother Households Living Below Poverty



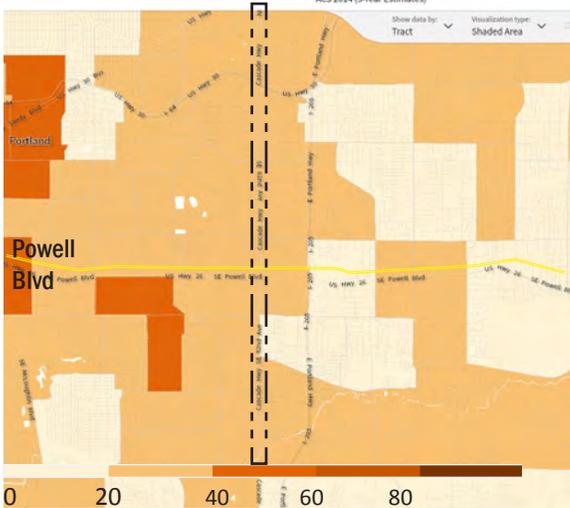
MAP 11 Population 3 years and over Enrolled in Public School: K-8



MAP 12 Population 3 years and over Enrolled in Public School: 9-12

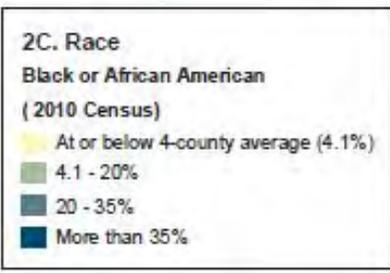


MAP 13 Population 3 years and over Enrolled in Public School: College

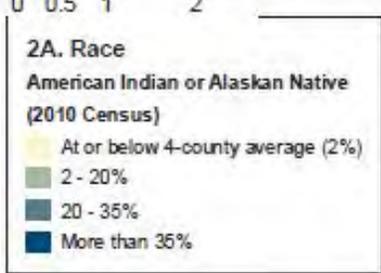


POPULATIONS ENROLLED IN PUBLIC SCHOOL

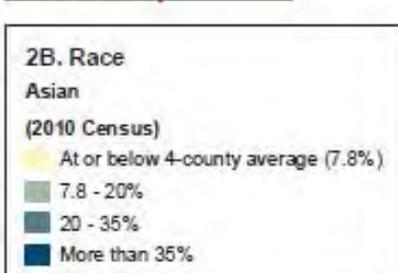
MAP 14



MAP 15



MAP 16



MAP 17



3A. Ethnicity
Hispanic or Latino/a
(2010 Census)

- At or below 4-county average (12.5%)
- 12.5 - 20%
- 20 - 35%
- More than 35%

MAP 18



2D. Race
Native Hawaiian or Pacific Islander
(2010 Census)

- At or below 4-county average (0.8%)
- 0.8 - 20%
- 20 - 35%
- More than 35%

MAP 19



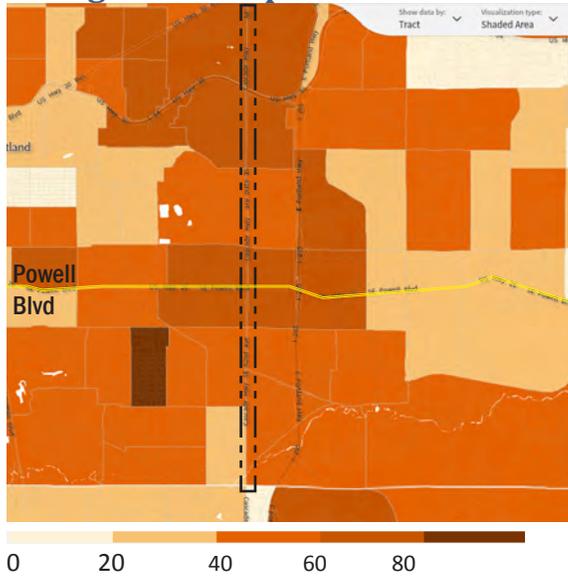
2E. Race
Other (Not Among Census Categories)
(2010 Census)

- At or below 4-county average (6%)
- 6 - 20%
- 20 - 35%
- More than 35%

POPULATION BY RACE

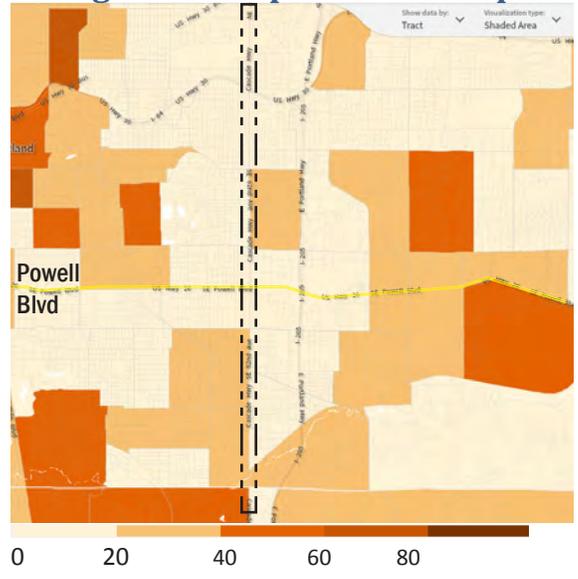
MAP 20

Foreign-Born Population: Asia



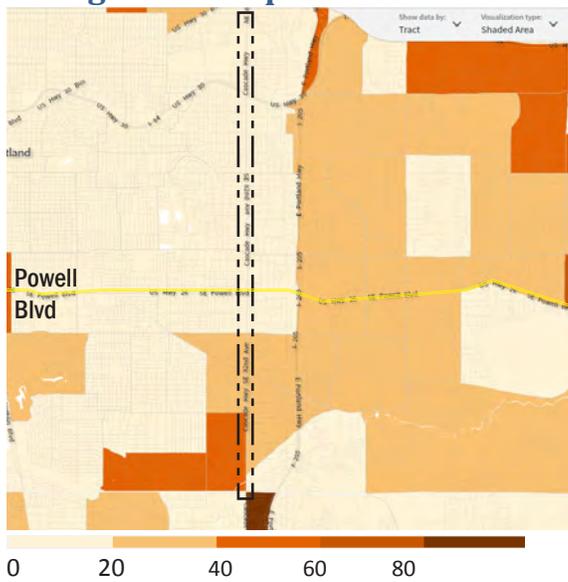
MAP 22

Foreign-Born Population: Europe



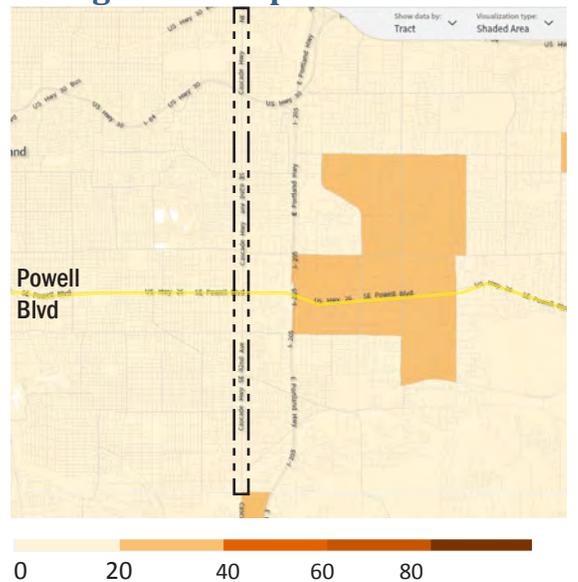
MAP 21

Foreign-Born Population: Central America



MAP 23

Foreign-Born Population: Not a Citizen



FOREIGN BORN POPULATIONS

MAP 24



3B. Limited English Proficiency
 Languages: Any
 (2012 ACS 5-year sample)

- At or below 4-county average (8.6%)
- 8.5 - 20%
- 20 - 35%
- More than 35%

MAP 25



3D. Limited English Proficiency
 Languages: Indo-European (not Sp.)
 (2012 ACS 5-year sample)

- At or below 4-county average (1.2%)
- 1.2 - 20%
- 20 - 35%
- More than 35%

MAP 26



3C. Limited English Proficiency
 Languages: Asian, Pacific Islander
 (2012 ACS 5-year sample)

- At or below 4-county average (2.5%)
- 2.5 - 20%
- 20 - 35%
- More than 35%

MAP 27

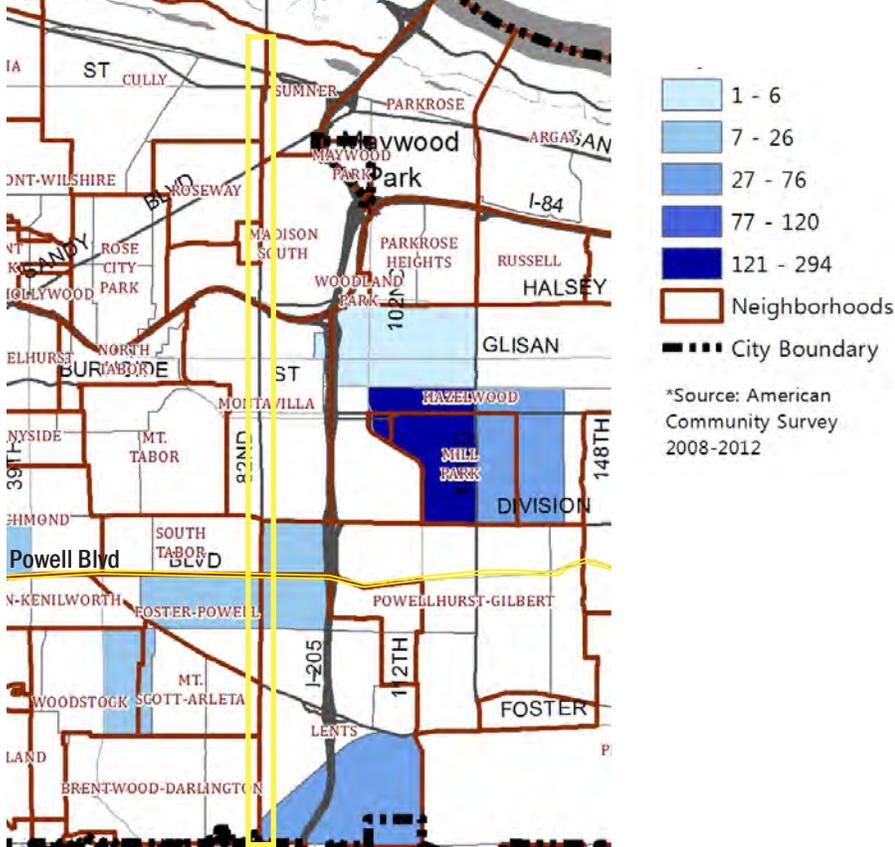


3E. Limited English Proficiency
 Language: Spanish
 (2012 ACS 5-year sample)

- At or below 4-county average (4.4%)
- 4.4 - 20%
- 20 - 35%
- More than 35%

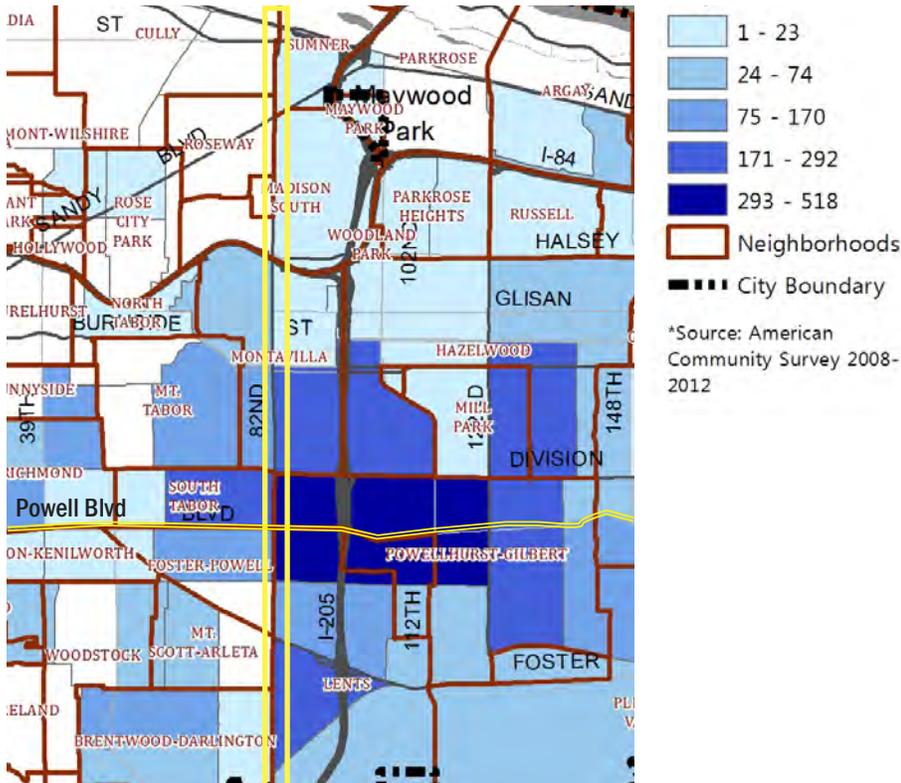
LIMITED ENGLISH PROFICIENCY

MAP 28 Native Arabic Speakers

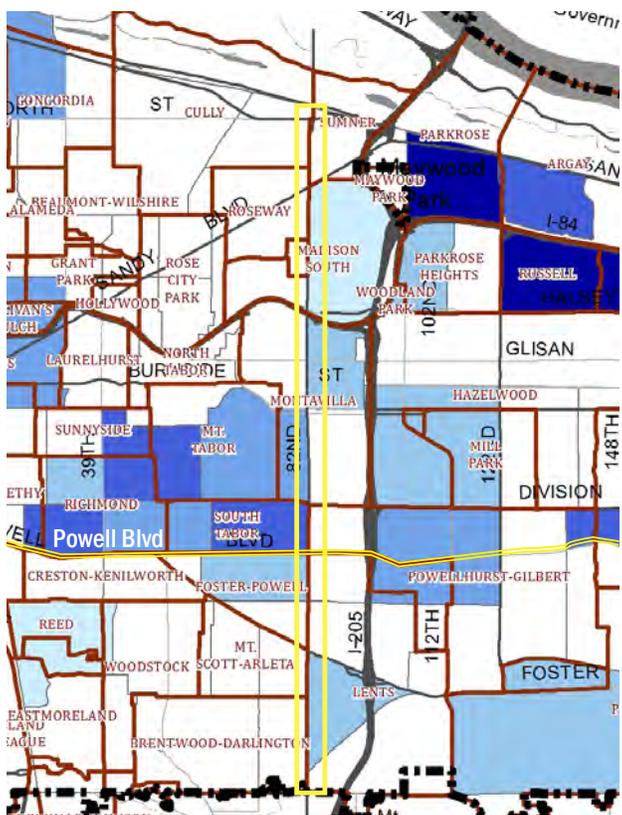


These maps were created by the City of Portland Bureau of Planning and Sustainability. The study area is outlined in yellow. The unit of data for the blue shaded areas is number of people within the population.

MAP 29 Native Chinese Speakers

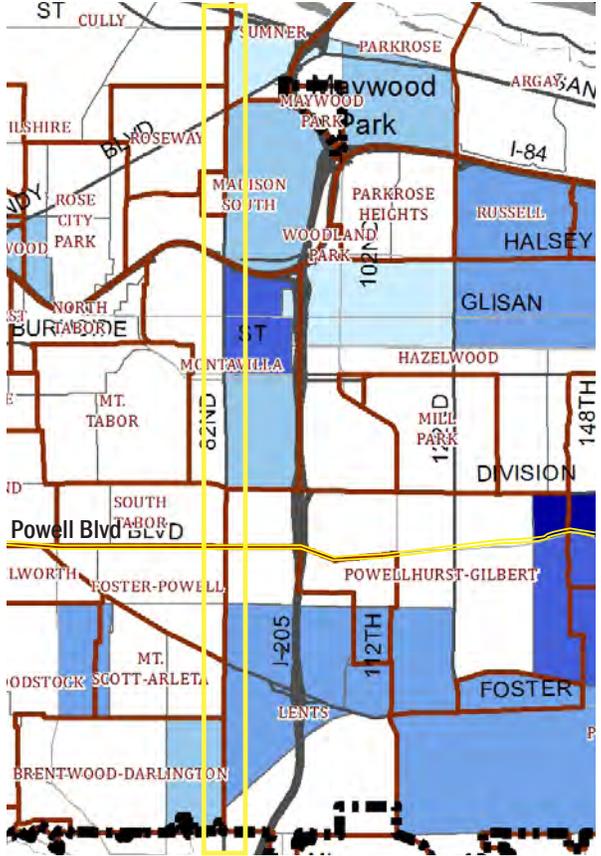


MAP 30 Native Japanese Speakers



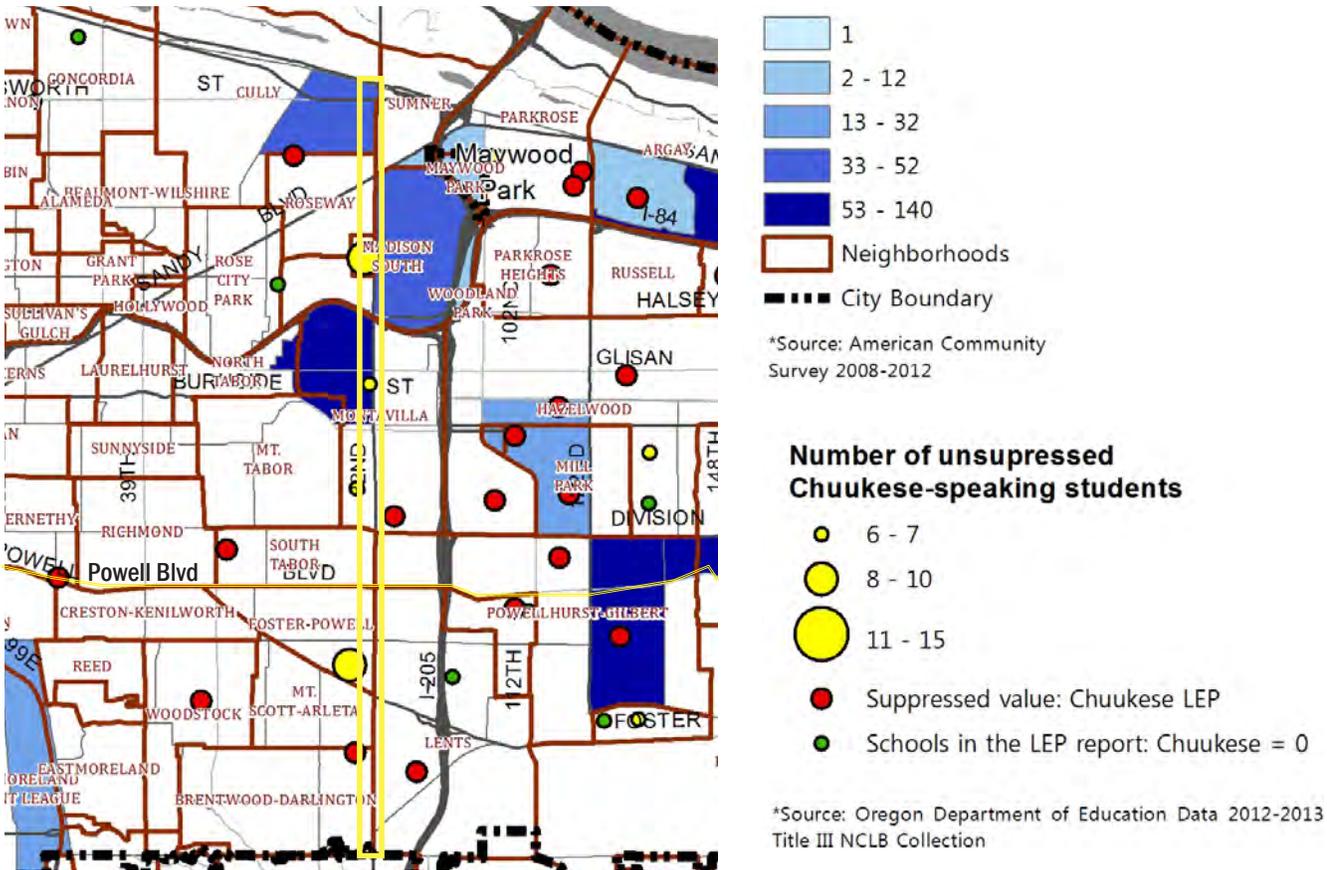
*Source: American Community Survey 2008-2012

MAP 31 Native Laotian Speakers

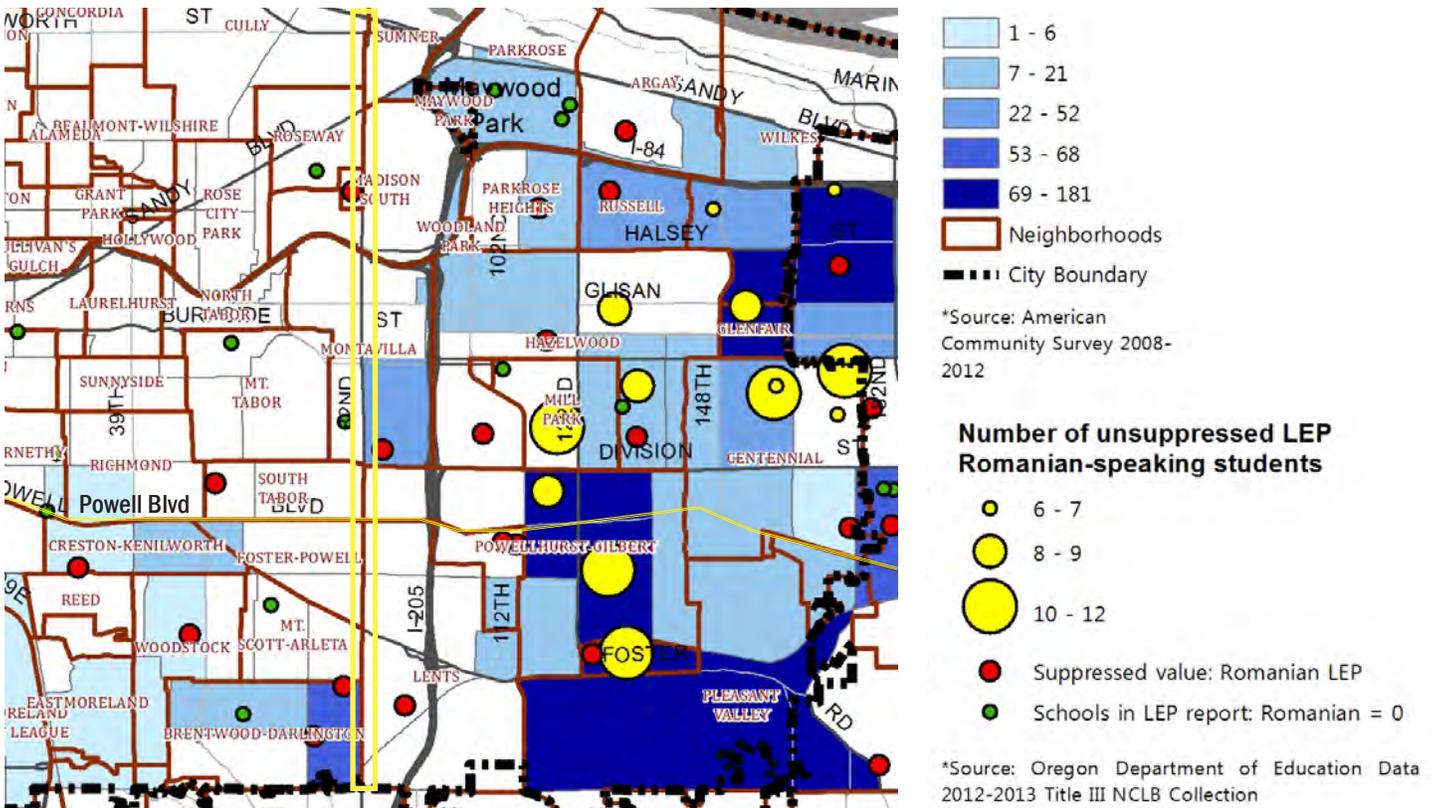


*Source: American Community Survey 2008-2012

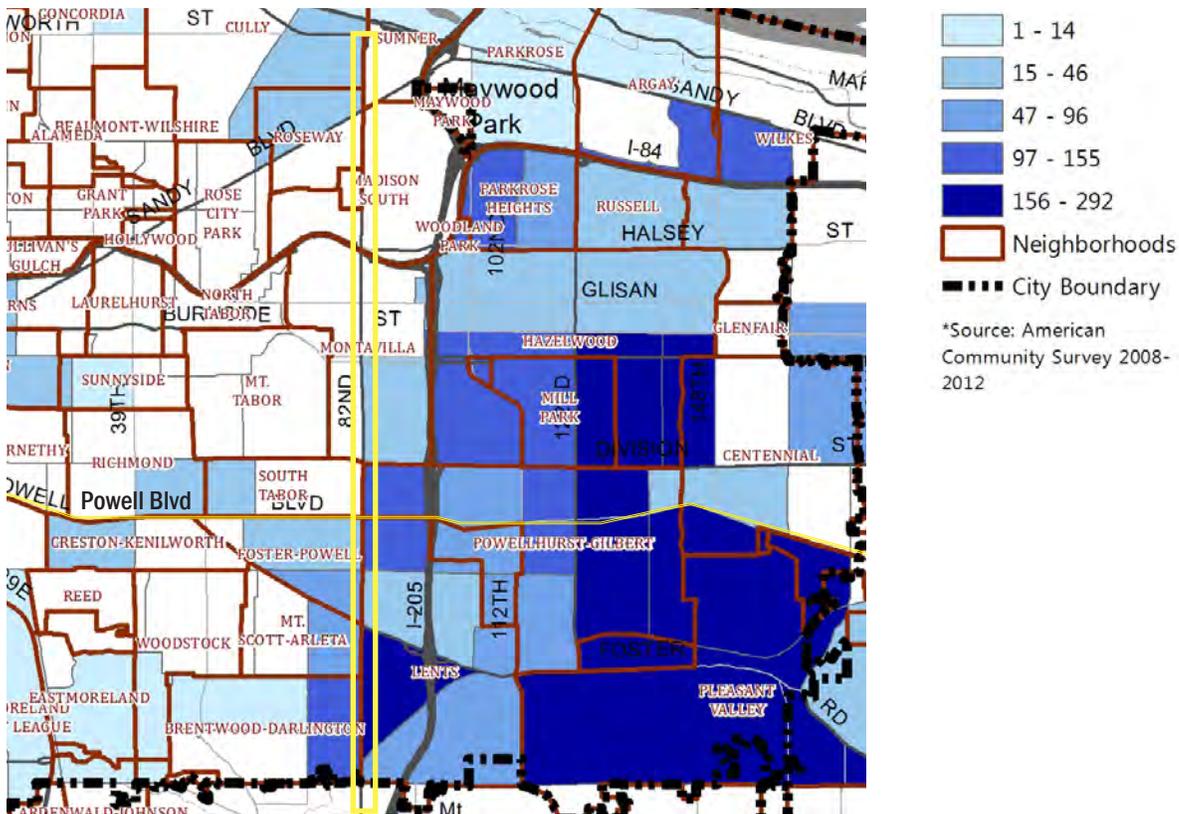
MAP 32 Native Pacific Island Language Speakers



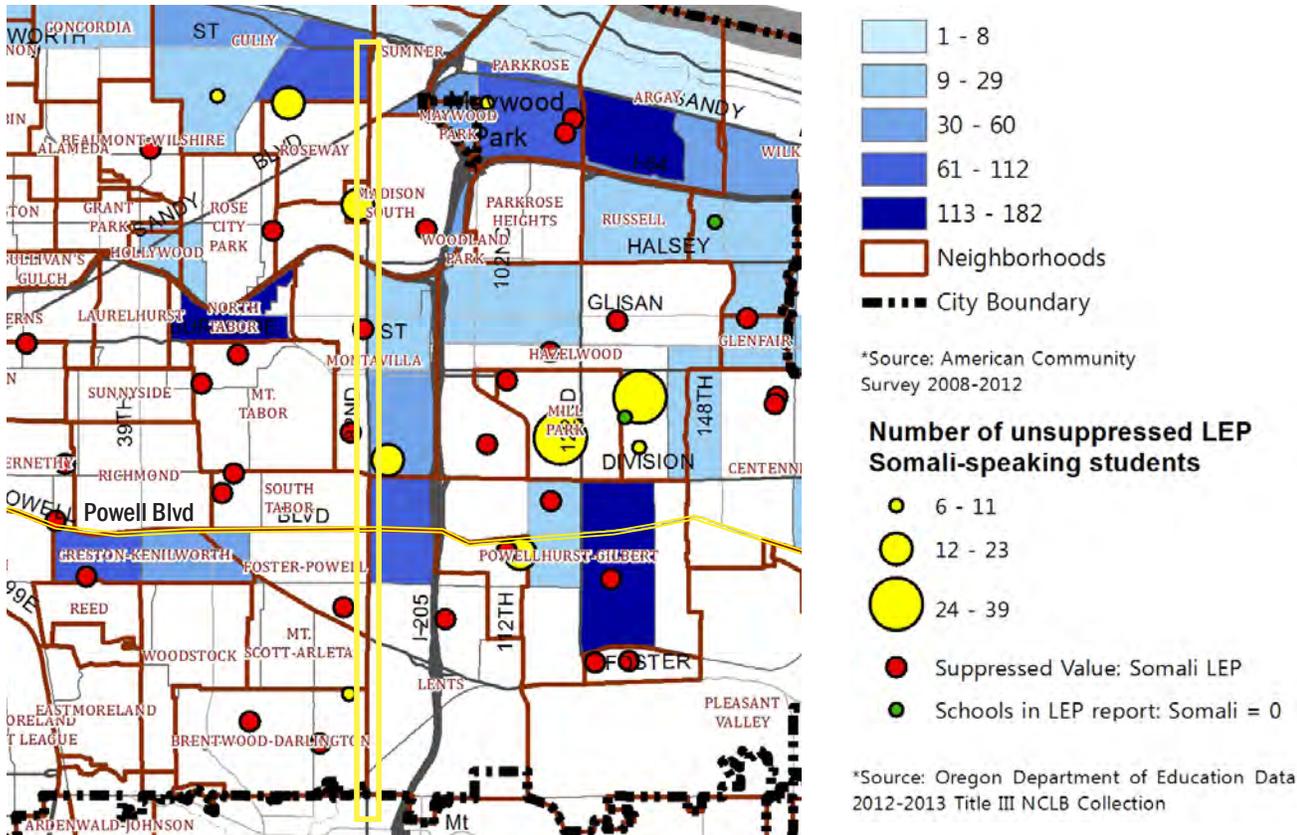
MAP 33 Native Romanian Speakers



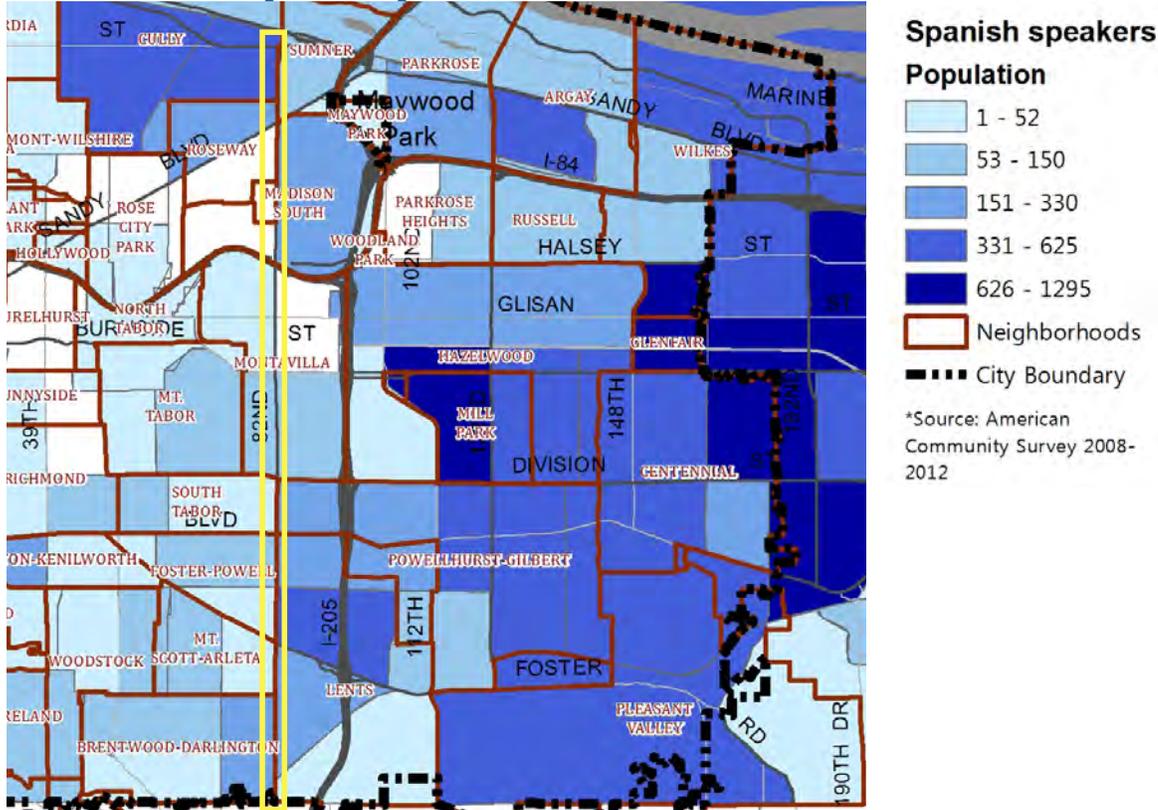
MAP 34 Native Russian Speakers



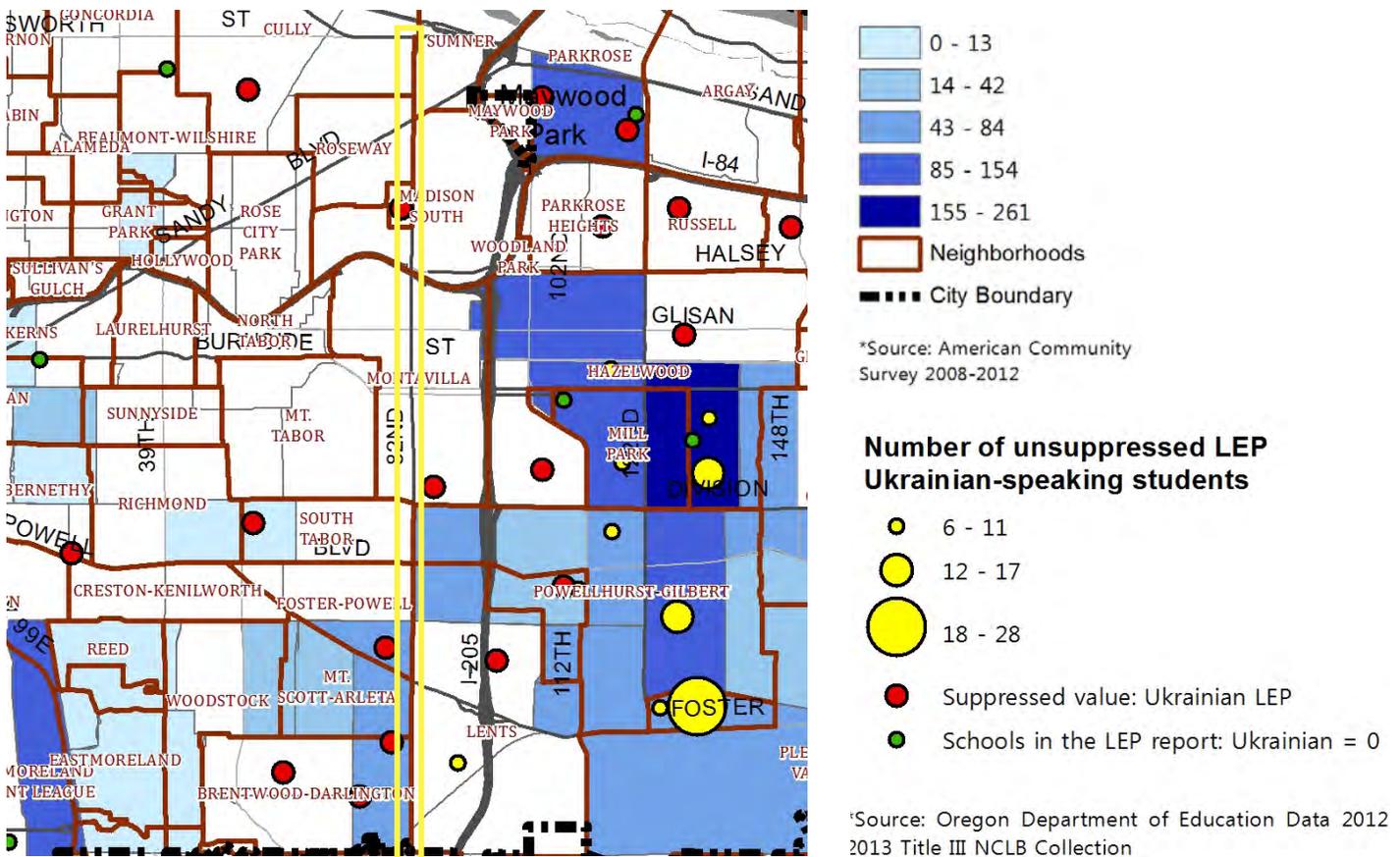
MAP 35 Native African Language Speakers



MAP 36 Native Spanish Speakers



MAP 37 Native Ukrainian Speakers



Background information for the 82nd Avenue Implementation Project Public Involvement Plan, Cogan Owens Greene 3/7/2016

Appendix C

Oregon Department of Transportation (ODOT) Guidelines and Title VI Requirements

Title VI

As context, Part 5 of ODOT's Title VI Non-Discrimination Program Plan (November, 2013) gives direction for developing a Public Participation Plan for any particular project according to the Civil Rights Act of 1964.

"... Public involvement is needed at different milestones. Accordingly, the methods used to include the public will vary based on the composition of the population impacted by the project..."

ODOT's stated objectives in carrying out its public participation obligations include the following:

- Identify Title VI and Environmental Justice (EJ) outreach audiences who are affected by the project that requires essential involvement
- Tailor outreach to underrepresented groups such as minority, low-income, elderly and disabled populations to gather input to determine the targeted community's issues and concerns
- Ensure outreach is translated to reach limited English proficient populations
- Establish a Public Involvement Plan for each ODOT project
- Maintain a record of all updates or significant changes to the project based on information obtained through public outreach

Environmental Justice

Part 7 of the same Plan includes EJ guidance.

"ODOT has an obligation to ensure that the negative effects of transportation project do not disproportionately impact traditionally underrepresented populations....ODOT will analyze each project considering the three fundamental principles of environmental justice:

1. To avoid, minimize, or mitigate the disproportionately high, adverse environmental and human health impacts.
2. To ensure full and fair participation by individuals comprising communities affected by the transportation project decision-making process.
3. To prevent the denial of or significant delay in the receipt of benefits by minority and low-income populations.

This section of ODOT's Plan emphasizes the importance of assessing demographic information using census and other EJ mapping tools. Accordingly, we include a tailored demographic analysis as an appendix to this draft 82nd Avenue Public Involvement Plan.

Limited English Proficiency

Finally, ODOT's guidance references the Limited English Proficiency (LEP) Executive Order (Executive Order 13166) which ensures that, "consistent with Title VI, persons with Limited English Proficiency ('LEP') have meaningful access to federally conducted and federal funded programs and activities. Accordingly, this plan and its section 8 - Language Access Plan, guides project teams to conduct a four-factor analysis on a project level. The guidance reads as follows.

Using US Census data, city/county data and other information sources as appropriate, ODOT will:

1. Determine the number or proportion of LEP persons served by the program area;
2. The frequency of LEP encounters in the program area;
3. The nature or importance of the project in the lives of LEP persons; and
4. The resources available for and costs assumed in providing LEP access.

Our formal draft Public Involvement Plan includes information according to the template for ODOT projects included in the Appendix of the 2013 Title VI Nondiscrimination Plan document. Generally, it follows these six steps:

1. Identify stakeholders and their key issues/concerns (including previous commitments made and a strategy for ongoing updates to the list)
2. Establish public involvement objectives
3. Determine level of public involvement (including strategies for achieving objectives)
4. Public involvement activities, including coordinated efforts
5. Implementation (schedule, roles, responsibilities and timelines)
6. Evaluation and incorporation