

CHAPTER 03

PLAN PROCESS & COMMUNITY ENGAGEMENT

PBOT engaged with hundreds of businesses, community members, and organizations during the Columbia Lombard planning process. The input received directly influenced the project recommendations.

To have a consistent community presence throughout the project, we established a community advisory committee and renewed relationships with community organizations like NAYA, the Oregon Humane Society, Verde / Living Cully. We also engaged organizations and neighborhoods along and adjacent to the corridor community throughout the project in various ways.

Generally, **there was consensus about the issues and needs on the corridor. Common requests were to improve safety, better manage speeds and corridor access, and increase predictability.** The feedback about needs, specific problem areas, and potential solutions was used to develop the plan's project and policy recommendations. And by engaging consistently with the plan's community advisory committee and the city's various modal committees, we could hear recommendations about how best to accommodate all modal users along and across these corridors.

The **following pages outline the planning process and provide details about the plan's engagement methods.** It also highlights the type of feedback received, and how this was used to develop project recommendations.

PUBLIC INVOLVEMENT SUMMARY

To learn more about the public involvement process during this planning process, two summary documents are available on the project website.

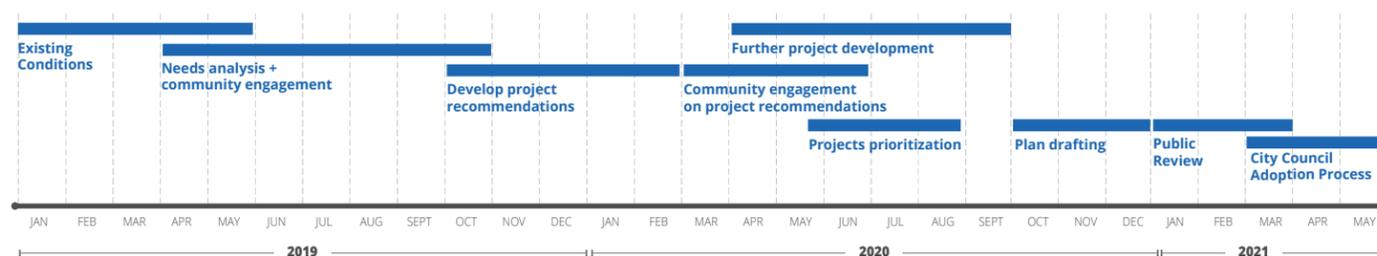
Project Timeline and Process

In early 2019, the Columbia Lombard Mobility Corridor Plan Stakeholder Advisory Committee was formed and work began evaluating the current conditions in the corridor. In the spring, PBOT shared an online map that asked residents to identify corridor issues and deficiencies. Additionally, meetings were held throughout the summer with a variety of neighborhood and area stakeholder groups, as well as door-to-door canvassing and multiple site visits.

After learning about the issues and needs, in the fall and winter of 2019 we developed a **list of project recommendations intended to address the issues identified by the community and analysis of existing conditions**. These projects were shared with the public in the spring of 2020. Due to COVID-19, in-person engagement was not possible. But comments and feedback about the projects and priorities were made through an online open house, webinars, and other online engagement events.

This feedback was used to more fully develop specific project concepts, determine a prioritized list of projects for implementation, and incorporate the recommendations into this plan. The timeline below outlines the plan process, and the following pages identify the process of engagement.

PROJECT TIMELINE



Engagement Methods and Resources

Throughout the project, we met with the community to learn about the needs and concerns of residents in the areas around the Columbia Lombard corridors. The following summarizes how we shared news about the project, and learned about needs and issues in the area:

- Project website:** The website provided continual news about the project.
 - share about the project, advertise the survey, and hear about issues.
- Mailings:** Two mailings were sent to approximately 18,000 nearby residents and businesses. The first announced the project and first survey, while the second advertised the project and open house. The mailing was in both English and Spanish.
 - Project committee announcements:** Advertised by multiple stakeholder groups and businesses along the corridor, including the Humane Society, NAYA, Verde, Air National Guard, USPS, Waste Management, and the Oregon Food Bank.
- Stakeholder email announcement:** Periodic emails were sent to approximately 700 project stakeholders.
 - Presentations to the following groups:** Concordia Neighborhood Transportation, North Portland Transportation Partnership, Oregon Walks, Concordia Neighborhood Association Land Use and Transportation Committee, Air National Guard, Portland Freight Committee and Pedestrian Advisory Committee
- Social Media:** The project and survey were advertised on PBOT's Twitter and Facebook accounts, along with advertisements on Facebook targeted to reach traditionally underrepresented populations. Announcements were also posted on Nextdoor to relevant neighborhoods.
 - Tabling at:** Good in the Hood, Explorando el Slough, Hacienda CDC Transportation Fair, Portland in the Streets
- Community Advisory Committee:** An advisory committee met eight times throughout the planning process to provide feedback and recommendations.
 - Utilizing previous planning efforts:** The "Living Cully Community Mobility Needs Assessment" and "Living Cully Walks and Active Transportation in Cully" documents were used to identify projects and priorities.
- Door to door canvassing:** The project team visited businesses and organizations in the project area to
 - share about the project, advertise the survey, and hear about issues.



Stakeholder mapping at the first Stakeholder Advisory Committee meeting in March 2019



A photo of a deficient sidewalk in the corridor captured during a May 2019 field visit

Engagement Phase 1 | Spring/Summer 2019

What we heard and how it was used

In this round of engagement, **the most consistent theme we heard was the need to improve safety**. A survey and online map asked respondents to identify issues and needs along the corridor. Many felt that improvements were needed for all travel modes, specifically to improve predictability among road users. Key themes and recommendations are listed below. This input was used, along with the analysis of existing conditions, to develop the project recommendations.

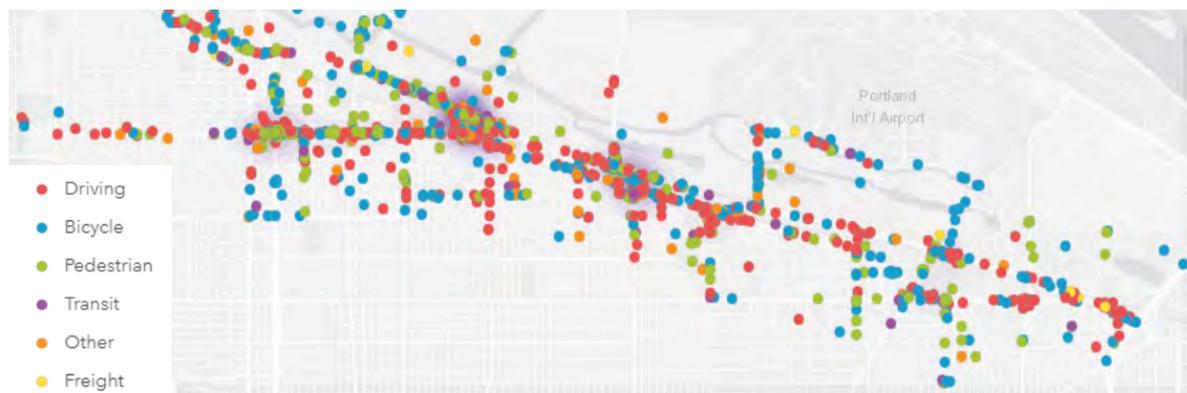
KEY TAKEAWAYS

Some general recommendations that were shared:

- Make it **safer to enter/exit**, improve signals/signs, **lower speeds**, add more enforcement, improve road conditions, improve freight routes.
- Add **more pedestrian crossings and lighting**, improve sidewalk condition, and add more frequent transit service with better stops
- Create more dedicated, **safe bicycle facilities** and improve crossings.

The locations most frequently suggested for change:

- NE 11th Avenue and NE Lombard Street/NE Columbia Boulevard
- NE 33rd Avenue
- NE Lombard Street at I-5/N Interstate Avenue



Feedback from the online interactive mapping tool with participants identifying corridor issues

Engagement Phase 2 | Spring 2020

Getting feedback on project recommendations

Using feedback from the community, and the recommendations of the advisory committee, we developed a comprehensive list of projects intended to address the identified needs. These projects were shared with the public in the spring of 2020 to confirm they appropriately meet the needs for the corridors. The following highlights this engagement and what we learned.

KEY TAKEAWAYS

More than 400 people filled out the survey after viewing the project recommendations. Key themes we heard from this phase of outreach:

- General consensus that the **proposed recommendations met the needs** of each corridor segment
- Continued interest in improving the area around NE 11th Avenue, NE 33rd Avenue, and the I-5 interchange
- **A desire to make it easier to walk and bike in the area**, and support for more crossings and separated facilities
- Recommendations for **better speed management and more access**

Online survey responses on what corridor-wide issue is most important to address.

