

# PORTLAND BUREAU OF TRANSPORTATION

## NORTH PORTLAND IN MOTION



### Public Involvement + Communications Plan

August 2021

Prepared for:



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# INTRODUCTION

This Public Involvement (PI) Plan will guide stakeholder outreach and public involvement activities to identify transportation needs and near-term investments to improve access to community destinations and support walking, biking, and transit use in the North Portland peninsula. This plan describes activities that the consultant and PBOT will implement to assure that interested and affected parties have adequate opportunities to provide meaningful input to the North Portland in Motion implementation plan.

## Project Purpose and Background

The Portland Bureau of Transportation (PBOT) recognizes that North Portland is long overdue for a community-driven transportation plan. We've heard for many years from people who live and work in North Portland that there is a lack of attention and investment in the transportation system in the North Portland peninsula.

Long transit travel times, an incomplete and insufficient biking network, unpaved streets and sidewalk gaps, and a lack of safe, accessible crossings pose challenges for North Portlanders in meeting their daily mobility needs. Many have shared that they feel that the neighborhoods served by this plan lack a complete and community supported vision for transportation investments, especially in the areas further into the peninsula.

This plan is an opportunity to convene the greater North Portland community to identify shared priorities and key opportunities for new investments to support better access to important places within the peninsula as well as better connections to Northeast Portland and the Central City.

Through North Portland in Motion, PBOT will:

- Engage deeply with North Portlanders to understand transportation needs and barriers to meeting daily mobility needs.
- Identify a near-term prioritized investment strategy of projects and programs to improve conditions for walking, biking, and transit.
- Build new relationships with community-based organizations to represent the diverse neighborhoods and communities within North Portland.

## NEIGHBORHOOD RESEARCH

To execute a successful public involvement plan, it is important to have a clear understanding of the various stakeholder and interest groups that make up the community. This section provides demographic and other information about the neighborhood.

### Area Overview

North Portland in Motion will focus on the residential and commercial areas of North Portland west of Interstate 5. The North Portland in Motion study area is defined by both natural and

human-made edges, including rivers, bluffs, highways, railroads, and industrial areas. The study area is home to seven neighborhoods, each with a unique and strong civic identity.<sup>1</sup>

## Demographics

North Portland has a total population of 60,530 (approximately 9% of Portland’s total population) and 22,883 households.<sup>2</sup>

### Age

North Portland has slightly more children and fewer senior citizens when compared to Portland overall.

	North Portland	Portland Overall
Children (under 18)	19.0%	17.8%
Senior Citizens (over 65)	8.7%	12.8%

### Race

Residents in North Portland tend to be more racially-diverse when compared to the city overall, with a third (33.3%) of all residents identifying as non-White or of Hispanic / Latino origin.

	North Portland	Portland Overall
White (Non-Hispanic)	66.7%	70.6%
Black or African American	7.9%	5.8%
Asian	4.2%	8.2%
Hispanic/Latinx Origin (of any race)	14.0%	9.7%
White	11.0%	6.8%
Black or African American	0.3%	0.1%
Native American and Alaska Native	0.1%	0.2%
Asian	0.0%	0.0%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%
Some Other Race	1.4%	2.1%
Two or More Races	1.1%	0.5%
Native Hawaiian and Other Pacific Islander	0.7%	0.6%

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<sup>2</sup> Demographic data source: Census Bureau 2019 ACS 5-year Estimate

Native American and Alaska Native	0.8%	0.8%
Some other race	0.2%	0.1%
Two or more races	5.4%	5.3%

## Economic Status

The overall poverty rate for the area is 14.9%, higher than the city-wide average of 13.7%.

North Portland has a slightly lower rate of renters compared to the city as a whole, with 41% of housing units occupied by renters, compared to 46.6% of Portland's total housing units occupied by renters. The majority of housing units (59%) are owner occupied.

### Poverty Rate Detail

	% of total North Portland Population
Under 50% poverty threshold	7%
50 to 99% poverty threshold	7%
100 to 124% poverty threshold	4%
125 to 149% poverty threshold	4%
150 to 184% poverty threshold	5%
185 to 199% poverty threshold	2%
At or above 200% poverty threshold	67%

## Disabilities

Overall, North Portland has slightly less people living with a disability than Portland overall.

	North Portland	Portland Overall
Living with a disability	10.9%	12.0%

## Transportation

North Portland residents' commute patterns suggest that they are more likely to drive alone to get around and have a car.

	North Portland	Portland Overall
% of workers who drive alone to work	60.3%	56.4%

% of workers who carpool to work	7.2%	8.2%
% of workers who take public transit to work	12.2%	13.4%
% of workers who bike to work	6.9%	5.2%
% of households with one car	37.2%	29.4%
% of households that are car free	9.8%	8.0%
% of households with one or no car	47.0%	37.4%

## Language

Approximately 6% of North Portland residents speak English less than “very well.”

# PUBLIC INVOLVEMENT PRINCIPLES

## Public Involvement Goals

Throughout this project, we are committed to sharing information and gathering input regarding the needs and issues of the public, stakeholders, and affected parties related to this planning effort.

The public involvement goals are to:

- Engage people in non-traditional, non-elite, and community trusted places.**  
 Cultivate inclusivity by meeting people where they are. This means showing up to places where people already feel comfortable, designing accessible ways to engage with the project, and eliminating barriers to civic participation.
- Seek to establish non-transactional relationships with people and communities.**  
 Be clear with the community that North Portland in Motion is not a one-time investment, but rather an ongoing commitment to community relationships and investments with programs and funding to sustain it. Throughout the process, the project team will identify and document specific opportunities for longer-term investment in the community.
- Be intentional about how resources are spent.** Gift cards from local businesses to support engagement. Catering from BIPOC-owned establishments for public events. Contracts with trusted community-based organizations. There are many ways to show up and support the greater North Portland community through our procurement practices.
- Represent North Portlanders.** Be intentional about the people, places, and symbols we use to represent the public in our outreach and plan materials.
- Intentionally place new, emerging, and disenfranchised community organizations and voices on a level playing field with more traditional community power structures.** Making a level playing field includes but is not limited to giving our time and attention; building capacity where community groups desire it and support engagement

in the process; and, providing access to PBOT leadership and the policy change process.

- **Value all types of information and data.** Also look for opportunities to listen to the community and gather stories or peoples' lived experiences.
- **Be clear about decision-making at every step.** We will communicate complete, accurate, understandable, and timely information to the public and partners throughout the project. Community members will know their role in shaping the plan and will be able to understand how important decisions are made.

## Concurrent Efforts and Coordination

There are several existing PBOT initiatives, and other agency initiatives, that have similar objectives to this effort and are either citywide or in a different neighborhood. It is important to be aware of these efforts to ensure that outreach and messaging are consistent. These projects include:

- Ped Network Completion Program
- Bike Network Completion Program (2030 Bike Plan)
- Safe Routes to School
- Neighborhood Greenways
- Fixing our Streets
- ADA Transition Plan
- Vision Zero Program
- Livable Streets Program
- Safe Streets | Slow Streets
- Safe Streets | Healthy Businesses
- Enhanced Transit Corridor Plans
- N Lombard Main Street
- ODOT Lombard Multimodal Safety Project
- BES Arbor Lodge Kenton Sewer Repair

## Key Messages

The use of key messages throughout project communications is helpful in maintaining consistent messaging about the project goals, scope and desired outcomes. These messages are to be used both on written communications and as talking points for the project team staff.

### The Purpose of North Portland in Motion:

- The Portland Bureau of Transportation (PBOT) recognizes that **North Portland is long overdue for a community-driven transportation plan.** We've heard for many years from people who live and work in North Portland that there is a lack of attention and investment in the transportation system in the North Portland peninsula.
- Long transit travel times, an incomplete and insufficient biking network, unpaved streets and sidewalk gaps, and a lack of safe, accessible crossings pose challenges for North Portlanders in meeting their daily mobility needs. Many have shared that **they feel that the neighborhoods served by this plan lack a complete and community supported vision for transportation investments,** especially in the areas further into the peninsula.

- This plan is an opportunity to convene the greater North Portland community to **identify shared priorities and key opportunities for new investments to support better access** to important places within the peninsula as well as better connections to Northeast Portland and the Central City.

### The Goals of North Portland in Motion:

- This project will engage deeply with North Portlanders to **understand transportation needs and barriers** to meeting daily mobility needs.
- This project will identify a near-term prioritized investment strategy of projects and programs to **improve conditions for walking, biking, and transit**.
- This project will **build new relationships** with community-based organizations to represent the diverse neighborhoods and communities within North Portland.

### The Process of North Portland in Motion:

- This project is committed to a **transparent and collaborative process** in which community members are invited to participate throughout the process, understand their role in shaping the plan, and are able to understand how important decisions are made.
- This project will **elevate voices from North Portland’s diverse communities**, especially those who may have not been historically represented.

## PUBLIC INVOLVEMENT PROCESS

### Community Advisory Group (CAG)

The Community Advisory Group (CAG) shall be comprised of representatives of key stakeholders and shall provide input to PBOT on stakeholder needs, active transportation opportunities and the prioritization of those opportunities. They will also review and provide feedback on the final North Portland in Motion plan.

It is PBOT’s intention that CAG members will represent a variety of interests, including residents of affordable housing, climate and conservation groups, racial equity groups, schools and university’s in the area, neighborhood associations, bicycle and pedestrian community groups, large employers in the area, etc.

There will be seven (7) CAG meetings for this project, which will be open to the public and include a public comment period.

#### CAG Members

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• <b>Stephanie Blair</b>, <i>St Johns Center for Opportunity</i></li> <li>• <b>Jonna Lynn Bransford</b>, <i>Resident - University Park</i></li> <li>• <b>Aaron Brown</b>, <i>Oregon Walks, St Johns</i></li> <li>• <b>Paul Buchanan</b>, <i>Portsmouth NA</i></li> <li>• <b>Jennie Cambier</b>, <i>University of Portland</i></li> </ul> | <ul style="list-style-type: none"> <li>• <b>Nic Coti</b>, <i>Bike Loud, Overlook</i></li> <li>• <b>Brett Duesing</b>, <i>Resident, St Johns</i></li> <li>• <b>Kali Glenn-Haley</b>, <i>Resident, University Park</i></li> <li>• <b>Pat Jewett</b>, <i>Resident/NP Greenway, St Johns</i></li> <li>• <b>Jesse Neilson</b>, <i>Resident, Kenton</i></li> </ul> |
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- **Ryan Northam**, *Resident, St Johns*
- **Lauren Smith Plinski**, *Historic ties to North Portland*
- **Rebecca Small**, *Friends of Columbia Park, Kenton*
- **Beth Status**, *Arbor Lodge NA*
- **Ethan Stuckmayer**, *Resident, St Johns*
- **Carol Tricoche/ Liz Smith**, *St Johns Boosters*
- **Jennifer Vitello**, *Cathedral Park NA*
- **Libby Winter**, *WTS, Arbor Lodge*

## Communication Strategies and Schedule

The project will take place in three phases, with communication and outreach activities tailored to the objectives of each phase.

See **Racial Equity Memo** for more information about specific activities to reach diverse and underserved communities in North Portland.

### Phase 1: Kick Off, Existing Conditions Analysis and Prioritization Criteria (Fall 2021)

**Goals:** Introduce project to the public, identify and analyze existing conditions, define project prioritization criteria.

PI Activities	Purpose	Level of Public Involvement
<b>Community Walks &amp; Rides</b>	Partner with advocacy organizations to lead one community bicycle ride and one community walking event to discuss the project goals and engage participants about potential projects and programs	Involve/Consult
<b>CAG Meetings #1 and #2</b>	<p><i>Meeting 1:</i> Introduce project, charter committee, discuss committee project goals, review outreach process</p> <p><i>Meeting 2:</i> Present existing conditions, review and gather input on goals and objectives</p>	Involve
<b>Stakeholder Interviews (4)</b>	Gather feedback on existing conditions, things to be aware of, community-specific needs and the best way to keep their community members engaged	Involve

<b>Online Open House #1</b>	Introduce project and gather feedback from community members on their active transportation needs	Consult
<b>Community Meetings</b>	Introduce project through a series of neighborhood and community-based organization presentations, pop-ups, and question/answer sessions	Involve

## Phase 2: Needs Inventory + Draft Project Concepts (Winter-Spring 2021-22)

**Goals:** Solidify list of draft project concepts, develop implementation order for projects.

PI Activities	Purpose	Level of Public Involvement
<b>CAG meetings #3 and #4</b>	Meeting 3: TBD  Meeting 4: TBD	Involve
<b>Online Open House #2</b>	Introduce project, present draft project concepts, and gather feedback from community members on the concepts and their transportation needs	Consult
<b>Community Events #1 and 2</b>	Gather feedback on draft project concept ideas and encourage stakeholders to weigh in on which concepts are the highest priority for North Portland.	Consult
<b>Focus Group Meeting and Neighborhood Presentations</b>	Focus group meetings to be held with specific stakeholder groups (TBD) to gather input on needs and explore project concept ideas.  Consultant to participate in 2 meetings.	Consult

### Phase 3: Implementation (Summer-Fall 2022)

**Goals:** Gather final input on proposed projects included in the draft plan and project implementation priorities. Confirm how PBOT can continue to support community priorities and relationships post project.

PI Activities	Purpose	Level of Public Involvement
<b>Walking and Bike Tours</b>	Discuss issue areas and opportunities with community members on the ground in the project area. Tours to discuss draft project concepts to gather on the ground input.	Consult
<b>CAC meetings #5, #6 and #7</b>	Meeting 5: TBD  Meeting 6: TBD  Meeting 7: TBD	Involve
<b>Online Open House #3</b>	Present and gather feedback on proposed projects included in draft plan.	Consult

# MEASURES OF SUCCESS

## Specific:

- Number of participants attending meetings or events (in person and online).
- Number of scheduled community organization meetings
- Number of organizations representing historically underrepresented communities engaged with.
- Number of organizations representing low-income and BIPOC communities are represented on the CAG.
- Percent of total people participating in events, meetings, and open houses that are from historically underrepresented demographic groups.
- Number of BIPOC-owned establishments that are engaged throughout the project.
- Number of website views during a specific time period.
- Number of people who have signed up for the project mailing list.
- Number of project comments received (phone, email, comment cards, online).
- Percent of project comments received from people from historically underrepresented demographic groups.
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.

## Broad

- Provide valuable input to TriMet.
- Strengthen partnerships between PBOT and community groups.
- Lay the groundwork for nurturing non-transactional relationships with people and communities.
- New, emerging, and disenfranchised community organizations and voices with improved influence over project decisions.
- North Portlanders feel that they have been represented truthfully and honestly in outreach and plan materials.