

APPENDIX A:

Public Involvement Plan



PedPDX: Portland's Citywide Pedestrian Plan

Public Involvement Plan

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I. Introduction

This public involvement plan will guide the planning process for Ped PDX. The overarching goal of the public involvement is to inform recommendations that address pedestrian network needs citywide, particularly focusing on identifying needs and developing solutions that work for stakeholders who are typically less well-represented in planning processes. **This public involvement plan is a working document. The content herein is not the final accounting of everything that occurred, but the framework that was planned from.**

II. Project Overview

Portland is projected to add 140,000 new jobs and 260,000 new residents over the next 20 years. If in 2035 the percentage of people who drive alone to work remains the same as it is now (nearly 60 percent), traffic, climate pollution, and household spending on vehicles and fuel will all worsen significantly. To accommodate this growth, our transportation system must provide Portlanders safer and more convenient ways to walk, bike, and take transit for more trips.

To remain relevant and effective, the City of Portland pedestrian master plan, “Ped PDX,” needs to be updated to reflect policy changes, incorporate modern design best practices, address the need for context-sensitive solutions, consider an emerging understanding of transportation equity, and include a Vision Zero approach to pedestrian safety. Ped PDX will ensure that the City of Portland continues to lead the way in walkability, and will allow the City to absorb rapid population and employment growth in a sustainable way that includes a high walking mode share whether for commuting, shopping, going to school, or recreation. Ped PDX will build on the newly adopted Comprehensive Plan and the updated Transportation System Plan (TSP), and will serve as the Pedestrian modal plan for the TSP. It will also complement other modal plans like the more recently adopted Freight Master Plan (2006), Bicycle Plan for 2030 (2010), and the in-process Growing Transit Communities Plan and Enhanced Transit Corridors Plan.

The Project consists of developing the updated modal plan, including PMP Goals and Objectives, Performance Measures, Pedestrian Classifications, Existing Conditions, Needs Analysis, Prioritization Framework, and Project List and Map, and will result in an adoptable pedestrian master plan for consideration by the Planning and Sustainability Commission and City Council.

III. Past Public Outreach

Multiple planning efforts have informed consistent investment in the pedestrian network, each with integrated public involvement. These efforts include:

- Existing 1998 Pedestrian Master Plan
- City of Portland Comprehensive Plan
- Transportation Systems Plan (TSP)
- City Zoning and Development Code (Title 33 of the City Code) and City right-of-way standards (Title 17 of City Code)
- Vision Zero Action Plan

- Oregon Bicycle and Pedestrian Plan
- Transportation Planning Rule (TPR)
- Regional Transportation Plan (RTP)
- Regional Active Transportation Plan (RATP)
- Regional Transportation Functional Plan (RTFP)
- City equity policies, goals, and objectives

IV. Equity Considerations

The City of Portland recognizes that equity is realized when identity -- such as race, ethnicity, gender, age, disability, national origin, sexual orientation-- has no detrimental effect on the distribution of resources, opportunities, and outcomes for group members in society. The City is committed to the fair treatment and meaningful involvement of all people, regardless of income or identity, with respect to the development, implementation and enforcement of plans, policies and procedures during the bureaus' work.

Fair treatment means that no group of people, including a racial, ethnic, or a socioeconomic group, should bear a disproportionate share of the negative environmental consequences resulting from industrial, municipal, and commercial operations or the execution of federal, state, local, and tribal programs and policies. Meaningful involvement means that: (1) potentially affected community residents have an appropriate opportunity to participate in decisions about a proposed activity that will affect their environment or health; (2) the public's contribution can influence the regulatory agency's decision; (3) the concerns of all participants involved will be considered in the decision-making process; and (4) the decision makers seek out and facilitate the involvement of those potentially affected.

PBOT acknowledges historical injustice and context of local decision-making and supports the equitable distribution of the benefits and burdens of decisions to ensure that those most impacted from decisions have an opportunity to meaningfully participate. PBOT's commitment to non-discriminatory engagement includes supporting special efforts to engage minority, low-income, women, people with disabilities, people with Limited English Proficiency, senior and youth populations.

PBOT's public engagement plans, policies and practices are guided by and in conformance with the City of Portland Title VI Civil Rights Program and Plan.

In June 2013, the City Council unanimously adopted the Civil Rights Title VI Plan which included the Environmental Justice Policy and Analysis Guidelines. The City of Portland also adopted, by Ordinance, the above Non-Discrimination Policy Statement and the Non-Discrimination Agreement for Certified Local Agencies. All the above support implementation of the City of Portland's Civil Rights Code, located in Chapter 23.01 Civil Rights, which was adopted on October 3, 1991 by Ordinance Number 164709.

In crafting a Pedestrian Master Plan and public involvement strategy that meets the City's equity and inclusion policies, it is important to recognize geographic patterns and historic trends in infrastructure distribution. While many areas of Portland have high-quality pedestrian facilities (particularly the city's more central neighborhoods), significant gaps and deficiencies remain and much of the city still does not have a balanced, interconnected, ADA-accessible, or a safe pedestrian network. An incomplete

pedestrian network limits the City's ability to absorb growth and meet the livability and access needs of residents, including safe walking access to public transit and essential services for all people.

Figure 1 shows Portland's busy streets (arterial and collector streets) that currently lack sidewalks on either one or both sides of the street. The map shows that most Portland's arterial and collector streets that lack sidewalks on one or both sides are primarily in outer East Portland in in Southwest Portland. These are neighborhoods that were initially developed under County development regulations, and then annexed into the city in the 1970's and 1980's. Because these neighborhoods were not developed under City of Portland regulations, many streets were built without sidewalks.

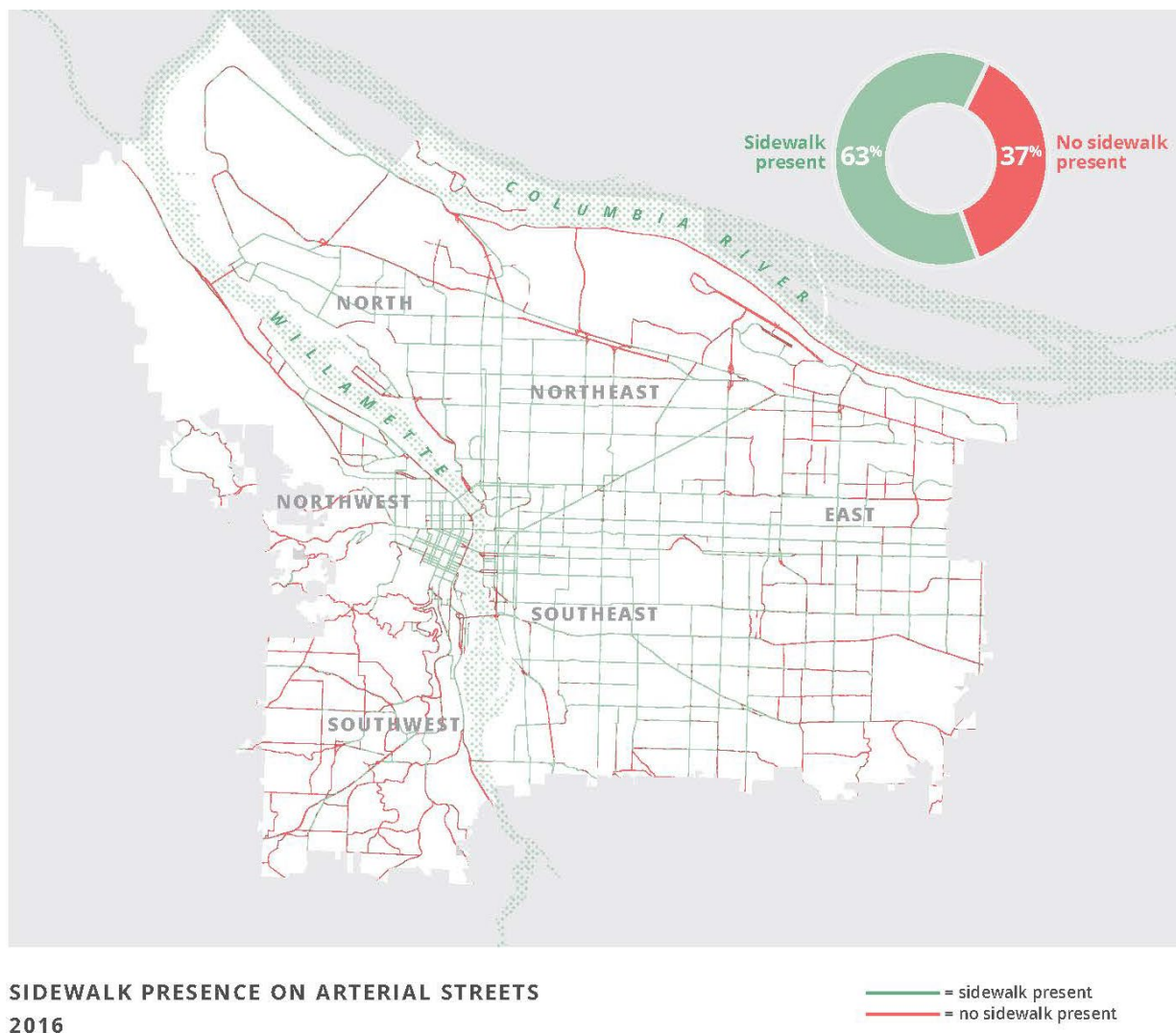


Figure 1: Sidewalk coverage (by property frontage) on arterial and collector streets.

Walking -with or without mobility aid- is something all people need to do to get around. However, some people rely more heavily upon our pedestrian infrastructure than others -especially low-income and/or transit-dependent populations, youth and seniors, and those with mobility, vision, and/or hearing impairments. **Many of the areas of Portland most deficient in pedestrian infrastructure are also where the highest concentrations of underserved communities live or work.** As housing costs rise in the

desirable inner neighborhoods, an increasing number of low-income and minority households are moving to places with less transit service and deficiencies in accessible pedestrian infrastructure. Figure 2 maps the percent change in population of communities of color from 2000-2010, showing a significant increase in East Portland in particular.

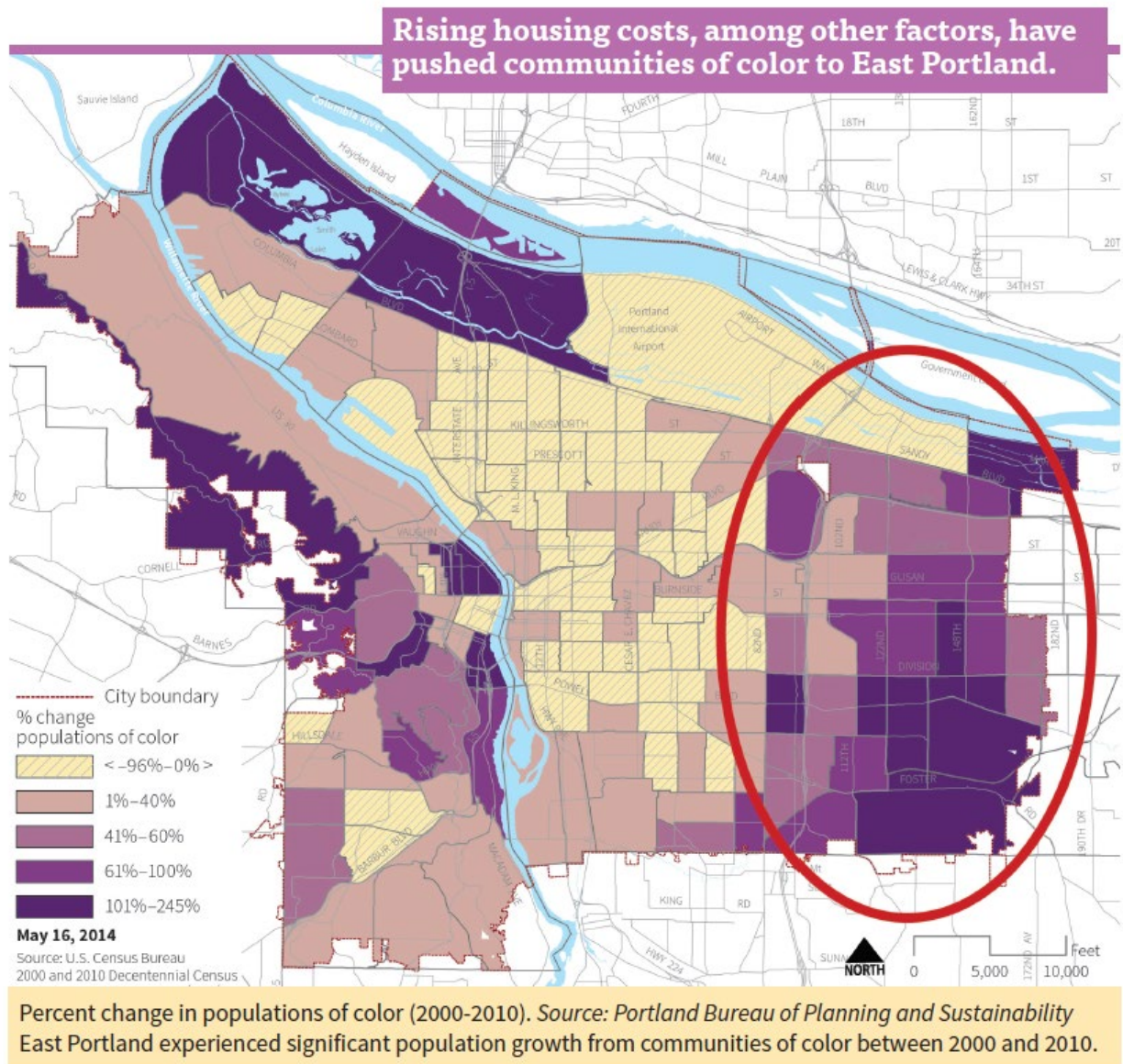


Figure 2: From City of Portland 2035 Comprehensive Plan

This Public Involvement Plan recognizes the overlap of these demographic and infrastructure patterns. In developing a plan for equitable community outreach and engagement, the City is committed to reaching out to populations who have historically not been well represented in past decision-making.

A. Demographic Profile

Over the last thirty years, Portland's population gained more than 200,000 residents. Most of this growth occurred in the 1980s and 1990s, when Portland annexed large portions of east Portland and some additional areas in west Portland. For most of its recent history, Portland was an overwhelmingly white city, but as population increased, so has Portland's racial and ethnic diversity.

Population

The total population in Portland in 2015 was 633,373¹. Table 1 shows that of that population, 28% reside in Outer East Portland, 20% reside in Inner Southeast Portland, and 17% reside in Inner Northeast Portland. The remaining population resides in North Portland, Southwest Portland, Northwest Portland, and Downtown/South Waterfront, in that order.

	Approximate population	Percent of total PDX population
Downtown/South Waterfront	22,323	4%
Inner NE	109,169	17%
Inner SE	126,187	20%
North	82,004	13%
NW	33,328	5%
Outer East (east of 82 nd)	176,878	28%
SW	76,075	12%
TOTAL	633,373	100%

Table 1: City of Portland Population, by district²

¹ American Community Survey, 2011-2015.

² Ibid

Race

Table 2 shows that citywide, 28% of Portland residents are non-white³.

	Approximate population	Percent of total PDX population
White alone	448,758	72%
Hispanic/Latino	61,396	10%
Black	36,311	6%
Asian/Pacific Islander	46,672	7%
Other	25,525	4%
Mixed race	31,169	5%
TOTAL	633,373	100%

Table 2: City of Portland Population, by race⁴

However, this population is not evenly distributed throughout the city. Figure 3 shows that census tracts and neighborhoods in East and North Portland are home to a substantially higher percentages of people of color than other areas of the city. The map shows all of Portland's census tracts divided evenly into five quintiles, with an even number of census tracts in each quintile⁵.

³ American Community Survey, 2011-2015.

⁴ Ibid

⁵ A quintile is a statistical value of a data set that represents 20% of a given population, so the first quintile represents the lowest fifth of the data (1-20%); the second quintile represents the second fifth (21%-40%) and so on.

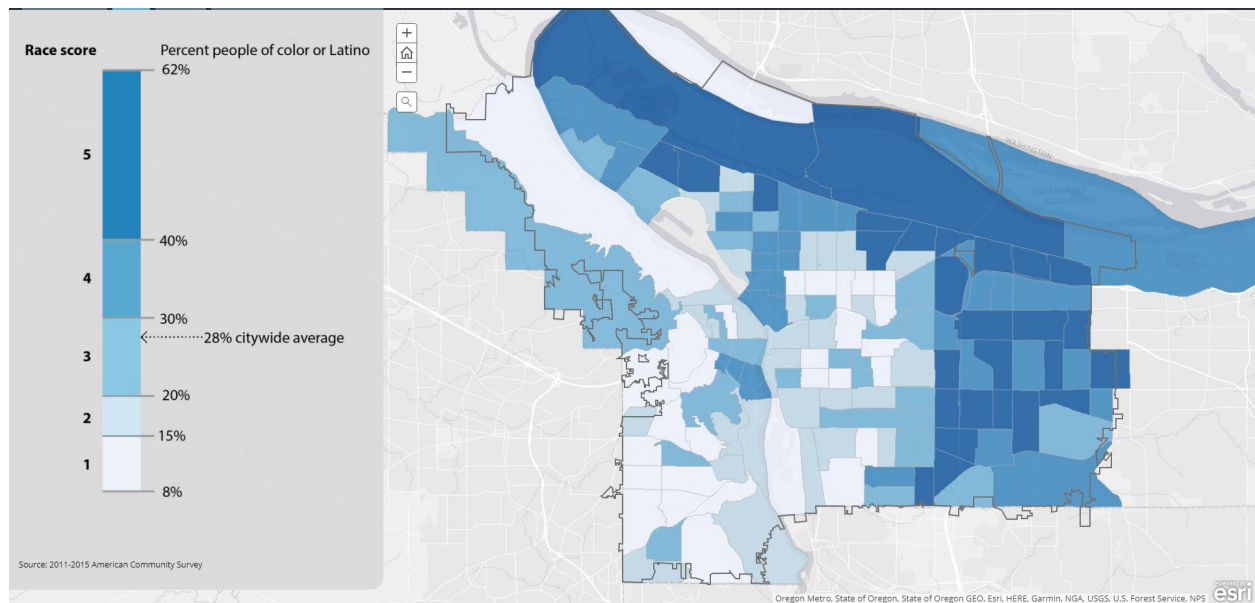


Figure 3: Percent people of color by census tract

In all categories, the Eastside is more racially diverse than the Westside. Hispanics are most concentrated in North Portland at nearly 15% of the population. NE Portland has the highest concentration of African Americans at 30%. The concentration of Asians in Portland are mostly within NE, SE, and outer East Portland, with a percent population of 11%, 10%, and 9% respectively. Whites are the most common race group citywide.

Education

Southwest Portland has the most college graduates at 59%, while East Portland has the least at just under 15%. 20% of the population in North Portland and East Portland do not have a high school diploma. About 30% of the population city wide has had some college or has an Associate's degree.

Foreign born population

All but one census tract with over 20% foreign born concentrations are on the East side. East Portland has both the greatest concentration and the largest population of foreign born people. SE Portland also has a high foreign born population of 17,570. Although Central NE does not have a particularly large total population of foreign born people, the concentration by census tract is relatively high. Both NE Portland and NW/ Downtown Portland have fairly low foreign born populations and concentrations.

Income

Portland's citywide median household income is \$55,000⁶. Figure 4 maps household income by census tract for all areas of the city. Breaks between income quintiles are provided such that an equal number of census tracts is represented within each break.

⁶ 2011-2015 American Community Survey.

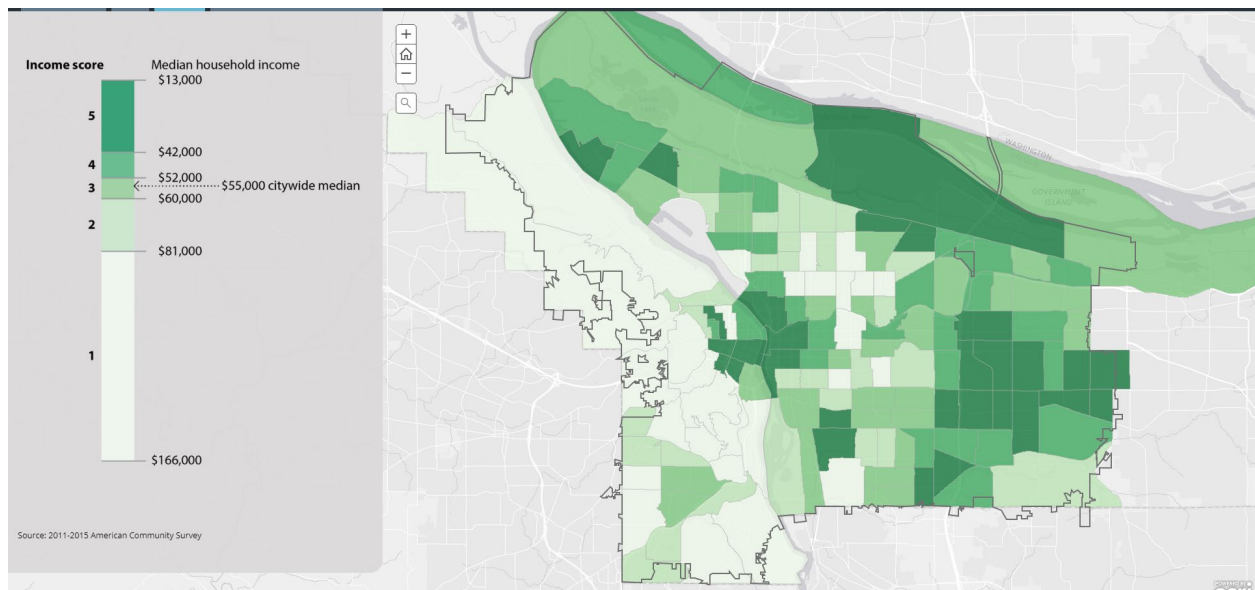


Figure 4: Median household income by census tract

SE Portland has the most number of households living below the poverty level, while Central NE has the least. A large portion of those families living in poverty in NE and East Portland are female-headed households. Citywide, nonfamily households are those most often below the poverty level. Again, SE has the most number of households in poverty, however, NW/downtown has the highest poverty rate at 19%. It should be noted that these data are from the year 2000, when the Pearl District redevelopment was just beginning, and that the NW area includes both a high concentration of single occupancy units, low-income and affordable housing, and also now condominiums.

SE and outer East Portland have the most number of people living in poverty; over 16,000 for each. However, poverty is most concentrated along both sides of the Willamette near the Steel Bridge: in Old Town and also in the Boise/Eliot NE neighborhoods. These census tracts have over 25% of their populations living below poverty.⁷

Disability

The U.S. Census Bureau, 2015 American Community Survey 1-Year Estimates indicate that 6.4% of the general population of Portland have ambulatory difficulty, and ambulatory difficulty is more highly represented in our senior population. About 12.3% of Portlanders are estimated to have a disability which may or may not impact their mobility.

Language

There are over 120 languages spoken in the City of Portland, with the most variety of languages spoken in East Portland. The City of Portland recognizes ten safe harbor languages including:

⁷ The data in this section is from the Portland Plan, adopted in 2012.

1. Spanish: Español
2. Vietnamese: Tiếng Việt
3. Chinese: 中文
4. Russian: Русский
5. Romanian: Română
6. Ukrainian: Українська
7. Japanese: 日本語
8. Somali: Soomaali
9. Arabic: عربي
10. Laotian: ລາວ

Figure 5 illustrates where Portland residents with limited English proficiency (LEP) reside⁸. Citywide, 4.1% of Portland residents report to have limited English proficiency. However, census tracts in East Portland have much higher percentages of LEP households than the citywide average, with anywhere from 7% to 27% of households reporting limited English proficiency. As with race and income, LEP households tend to be located in areas of the city with incomplete pedestrian infrastructure.

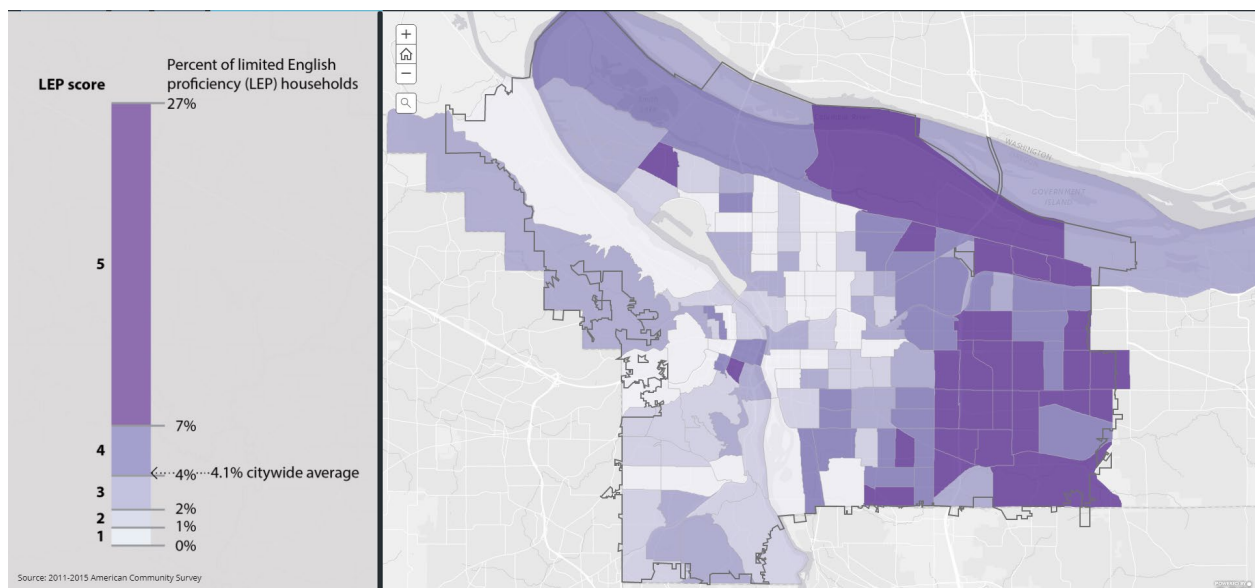


Figure 5: Limited English proficiency by census tract

B. Public Involvement Principles

The process will further be guided by the City of Portland Public Involvement Principles, adopted by the Portland City Council in August 2010. The principles, below, represent a road map to guide government officials and staff in establishing consistent, effective and high quality community engagement across Portland's City government (<http://www.portlandoregon.gov/oni/article/312804>):

⁸ 2011-2015 American Community Survey

- *Partnership:* Community members have a right to be involved in decisions that affect them. Participants can influence decision-making and receive feedback on how their input was used. The public can recommend projects and issues for government consideration.
- *Early Involvement:* Public involvement is an early and integral part of issue and opportunity identification, concept development, design, and implementation of City policies, programs, and projects.
- *Building Relationships and Community Capacity:* Public involvement processes invest in and develop long-term, collaborative working relationships and learning opportunities with community partners and stakeholders.
- *Inclusiveness and Equity:* Public dialogue and decision-making processes identify, reach out to, and encourage participation of the community in its full diversity. Processes respect a range of values and interests and the knowledge of those involved. Historically excluded individuals and groups are included authentically in processes, activities, and decision- and policy-making. Impacts, including costs and benefits, are identified and distributed fairly.
- *Good Quality Process Design and Implementation:* Public involvement processes and techniques are well-designed to appropriately fit the scope, character, and impact of a policy or project. Processes adapt to changing needs and issues as they move forward.
- *Transparency:* Public decision-making processes are accessible, open, honest, and understandable. Members of the public receive the information they need, and with enough lead time, to participate effectively.
- *Accountability:* City leaders and staff are accountable for ensuring meaningful public involvement in the work of city government.

V. Concurrent Efforts and Coordination

Outreach efforts and content messaging for this project will be coordinated with several ongoing and related public planning projects, including:

Connected Centers in Eastern Neighborhoods. This PBOT project will develop street access/circulation plans for two designed centers east of 82nd Avenue, the Jade District and Rosewood, to improve the ability of residents to reach local businesses, transit stops, schools and other neighborhood destinations. The plans and related implementation approaches will serve as models for subsequent street plans for other centers citywide. This project will be undertaken in conjunction with BPS's Improving Multi-Dwelling Development Project and will utilize the same public involvement opportunities.

Safe Routes to School/ Fixing Our Streets. On May 17th, 2016, Portland voters passed Measure 26-173, Portland's first local funding source dedicated to fixing our streets. Measure 26-173 will raise an estimated \$64 million over four years. PBOT will invest this money in a wide variety of street improvement and safety projects across the entire city. Fixing Our Streets will help PBOT expand preventive street maintenance that saves money and prevents potholes. It will support our work to

make it safer for children to walk to school. It will allow us to build more sidewalks, traffic signals, street lights and bike lanes. Through PBOT's Fixing Our Streets program, Safe Routes to School is expecting to make a large investment in safety improvements around Portland schools in the next few years.

Enhanced Transit Corridors Plan. The Enhanced Transit Corridors (ETC) Plan will, for the first time, establish clear and objective operational performance measures and thresholds to define what success looks like for our most important frequent transit lines. These will be used on an ongoing basis by the City of Portland and TriMet to guide the prioritization of capital and operational investments in the newly-defined enhanced transit corridors. The second major benefit of this project is that it will assess both current and projected future performance of frequent service lines in the City of Portland through analysis of projected growth in transit demand and how well that demand can be absorbed by planned levels of transit service. This analysis will provide crucial information that will allow the City and TriMet to identify the lines most in need of investment in both short-term and long-term timeframes, depending on the timing of growth. The ETC Plan will also develop conceptual investment plans for several near-term corridors, with projects identified for inclusion in the next Transportation System Plan (TSP) update and ready to pursue for funding. Finally, the ETC Plan will lay out a process for ongoing performance monitoring and performance maintenance over time, including establishment of a funded City of Portland program to invest in relatively small-scale, low-cost transit priority improvements as needed, consistent with the new Transit Priority program in the adopted TSP update.

ADA Transition Plan. The Plan includes strategy for barrier removal, curb ramp prioritization, review of published rules and regulations, and the development of internal guidance policy. Shifting our efforts to a more coordinated approach to identify and address ADA barriers allows PBOT to create/improve programs and activities that provide better access to all Portland residents. This also provides PBOT with the opportunity to assess its baseline services at a time where ADA infrastructure across the country is coming under increased scrutiny. The Plan will outline facilities, programs, and policy (changes and updates) that will ensure that all Portland residents with disabilities can take part and benefit from the programs and services that the City has to offer.

Southwest In Motion (SWIM). The Plan will engage the Southwest Portland community to identify a realistic 5-year active transportation implementation strategy that provides basic walking and bicycling connectivity as well as access to transit improvements, where they are needed most.

Other partnerships. In addition to the projects outlined above, the project will coordinate outreach efforts and content messaging with existing PBOT pedestrian programs and activities that may include:

- Vision Zero Program
- Neighborhood Greenways Program
- Safe Routes to School
- Livable Streets Program
- Education and encouragement programs including Sunday Parkways
- Capital projects

VI. Advisory Bodies to the Plan

The City shall establish a Technical Advisory Committee (TAC) and a Community Advisory Committee (CAC) in the development of the Project. The TAC and CAC will review Plan deliverables and provide feedback and data. In addition to providing ongoing project input, the TAC will ensure consistency with

State and regional policy and plans as well as City policy priorities in an advisory role. The Planning and Sustainability Commission and City Council will be the final decision-makers in the adoption of the plan.

A. Community Advisory Committee (CAC)

While the CAC will help steer the development of PedPDX, participation in the committee will by no means be the only opportunity for public engagement and participation. PedPDX will include robust public engagement activities throughout the process, and will offer multiple opportunities for as many Portlanders as possible to participate in the development of the Plan and to engage with staff.

To help guide development of the plan, PBOT solicited a recruitment for Portlanders to apply to serve on the PedPDX Community Advisory Committee (CAC). An email solicitation was distributed widely throughout PBOT's email lists and newsletters and reposted to our social media accounts, including Nextdoor.com.

In the twenty days between March 28 and April 16, 2017, staff received **over 260 applications** citywide from members of the public wishing to serve on this advisory committee.

1. CAC Selection Criteria

Given the size of the applicant pool and the number of high quality applications we received, it was difficult to make final selections for committee membership. We aimed to select CAC members that would bring a diversity of interests and viewpoints to the committee, and to evenly represent as much of Portland's geographic diversity as possible while also fulfilling additional preference criteria. To make committee selection decisions, we used the following objectives and selection criteria:

- **Demographic diversity:** Staff applied a racial equity lens intended to ensure we have broad demographic representation on the committee, in terms of race, gender, and ability.
- **Geographic diversity:** Because one's walking experience in Portland varies greatly depending on which part of the city one lives, works, or attends school, we sought to create a geographically balanced committee, with even representation from various parts of the city.
- **Offering engagement opportunities to new participants:** Additionally, we prioritized applicants who have not yet had an opportunity to engage with City processes in an advisory manner, with the exception of dedicated liaison roles from applicants representing Oregon Walks, our PBOT Pedestrian Advisory Committee (PAC), and our PBOT Bureau & Budget Advisory Committee (BBAC).

Additionally, preference was given to applicants who:

- live, work, or go to school in the City of Portland
- express a willingness to take a holistic systems perspective for the benefit of all Portlanders
- exhibit a passion for/commitment to improving walking conditions in Portland
- contribute to a diversity of pedestrian-related perspectives on the committee, such as any combination of the following demonstrated interests/perspectives:
 - commercial/ business/ economic development knowledge
 - disability experience/ awareness of the different ways people "walk"
 - safety advocacy
 - social or racial justice experience
 - recreational user (such as leisure walking, running/ jogging, dog walking)

- transit (bus, MAX, etc.) ridership/advocacy
- children/ education/ youth engagement
- service to vulnerable communities/ underserved Portlanders

2. Outcomes of Selection Process

Although staff originally advertised to recruit 15 CAC members, due to the large number of exceptional applications we received, we expanded our committee membership and accepted a total of **24** applicants that provide a harmonizing balance of the selection criteria and objectives outlined above. A summary of the demographic makeup of those selected for committee membership is below:

Demographics of selected CAC members:

Gender*	
Female	15
Male	9
Race/ ethnicity	
White/Caucasian only	12
Other races	12
Disability**	
Yes	4
No	20

*Transgender/ other/ none not represented in selection

**Disabilities represented includes both mobility and vision impairments

To ensure that the CAC represents balanced voices from across Portland, we selected three representatives from each portion of the city. Based on the selection criteria and objectives outlined above, we selected the following individuals for participation on the PedPDX CAC (pending acceptance of our invitation):

1. North Portland:
 - a. Peggy Alter
 - b. Ryan Misjan
 - c. Dylan McDermott Boroczi
2. East Portland:
 - a. Eugenia Andreev
 - b. Silvia Gomez
 - c. Robert Schultz
3. Inner NE:
 - a. Matthew Steven Cramer
 - b. Alex Saro Youssefian

- c. Shelly Garteiz
- 4. Downtown/ S. Waterfront:
 - a. Matthew Denney
 - b. Traci Chenette
 - c. David Loftus
- 5. NW:
 - a. Jennifer Chi
 - b. Jennifer Loferski
 - c. Stephen Sverre Gunvalson
- 6. SW:
 - a. Janet C. Hawkins
 - b. Beth Omansky
 - c. Lucy Brehm
- 7. Inner SE:
 - a. Eric Koszyk
 - b. Debra P. Monzon
 - c. Kelly Chanopas
- 8. Liaisons:
 - a. BBAC: Meesa Long
 - b. PAC: Eve Nilenders
 - c. Oregon Walks: Claire Vlach

B. Technical Advisory Committee (TAC)

The TAC will include key staff from ODOT, Metro, TriMet, Oregon Department of Land Conservation and Development, as well as internal City staff and PBOT management.

C. Pedestrian Advisory Committee (PAC)

The PAC is an existing and ongoing public advisory body to the Bureau. Staff sought guidance from the PAC on how they wish to be engaged in the Plan. The PAC informed staff that members are interested in tracking and participating in providing feedback on the Plan, however they recommended the advisory committee to the Plan be more geographically, socially, and racially equitable in membership representation than the PAC and recommended a separate CAC to ensure this balance, with at least one PAC liaison. The PAC's recommendation resulted in the afore mentioned search and selection process. The CAC will be advisory directly to staff for the Plan, while the PAC will be informed throughout the planning process and ultimately asked to provide comments and feedback on the Plan.

D. Friends of PedPDX

Those who applied to the CAC and were not selected, as well as existing interested PBOT Active Transportation Ambassador Program volunteers, will be invited to help steer the Plan as members of "Friends of PedPDX." Friends of PedPDX will be notified of PedPDX engagement/participation opportunities which may include helping to table at local events to gather public feedback, distributing outreach materials at walking events and hot walking spots, greeting and directing the public at events where we are gathering public feedback, walking with staff and advisory body volunteers in parades and key events, beta testing online

engagement tools, and helping to get the word out about opportunities for the public to provide feedback. Friends of PedPDX is not an advisory body, per se, but an involved audience set, and a volunteer resource for contributing to enhanced community outreach and engagement citywide.

VII. Public Involvement Process

To inform staff, consultants, the CAC and TAC, the public will be robustly engaged to provide feedback on public priorities and needs and Plan work products and outcomes. All community involvement will specify why feedback is needed, how it will be used to impact the Plan, and how feedback will be reported out.

A. Levels of Participation

The community involvement opportunities will be organized to allow people to engage across a spectrum of interest levels⁹:

- **Inform:** Some members of the public will want to know about the Plan, others will then be interested to track the process and stay up to date on the latest project news. Staff will use multiple methods of outreach to inform the public about the Plan and allow interested individuals to stay informed. Staff will provide balanced and objective information to assist the public in understanding the issues and alternatives throughout the planning process and Plan information will be made broadly accessible through multiple means, channels, and sources.
- **Consult:** Some members of the public will want to make sure the process and outcomes are broadly addressing the topics they are interested in and generally going in the right direction. These individuals will desire to weigh in and provide feedback at key points in the process and every effort will be given to provide opportunities for the Plan to obtain their public feedback on Plan priorities, alternatives, and outcomes.
- **Involve:** Some members of the public, such as Friends of PedPDX, PAC, Portland Planning & Sustainability Commission, and video interviewees, will be interested to contribute concerns and issues. Staff will listen to and acknowledge these concerns and seek to directly reflect them in the alternatives developed, and explain how their input influenced the Plan outcomes. Friends of PedPDX will also be able to be involved in outreach activities to help gather public feedback.
- **Collaborate:** The CAC will be deeply involved in the ongoing Plan work, closely tracking the process and providing thoughtful and meaningful input into the products all along the way. Staff will look to the CAC for direct advice and innovation in formulating solutions, and will incorporate their advice and recommendations into the Plan outcomes to the maximum extent possible.

⁹ From the IAP2 Spectrum of Public Participation available at IAP2USA.org

- **Empower:** The final decision-making will be in the hands of the elected representatives of the Portland City Council.

B. Activities

The following activities are highlighted for PedPDX public engagement:

Level of Participation	Inform	Consult	Involve	Collaborate
Goal of Participation	To raise awareness and visibility of the Plan while stimulating public engagement/ feedback response rates for engagement opportunities.	To gather feedback from the public that will impact the planning process, materials, and outcomes.	To gather new ideas, understand concerns, and consider input throughout process.	To gather direct advice and innovation from the public.
Tools of Participation	Web updates Public presentation Handouts Promotional items PowerPoints Advertising Email Social media PBOT blog Tabling at local events Intercept outreach Canvassing Earned media Display stand Easel sign	Online survey of priorities i-pad survey engagement Live priority jar activity Language-based engagement Email Language-based hard copies of priority survey MapApp	Youth engagement activity/ workshop Community-lead walking tour Open house workshop Video storytelling Online open house/ storymap	CAC meeting TAC meeting

	Posters			
	Walk in parade/ walking event			
	Photography			
	Graphic design			
	Language translation			
	Prize incentives			
	Staff email tagline			

C. Process Schedule

Q4: April-June 2017 Project Schedule Task 1 Goal: Establish a public advisory body, begin Plan. Public involvement tasks: Recruit Community Advisory Committee members, kick-off committee and Plan, begin building interested parties email lists.	
Event/ Task	Activities
Design committee structure and candidate preference criteria	-
Design online application	Survey
Solicit applications for CAC	Social media Earned media PBOT blog Web updates Email Staff email tagline
Select membership based on criteria	-
Communicate results of search to the public	Web updates Email

Design and launch online survey #1	Survey Social media PBOT blog Handouts Promotional items Prize incentives
Plan and perform kick-off event	Walk in parade/ walking event Handouts Intercept outreach Tabling at events Promotional items Graphic design Photography
Convene first committee meeting	CAC meeting
<p align="center">Q1: July -Sept 2017</p> <p align="center">Project Schedule Tasks 1-2</p> <p>Goal: Gather public feedback on priorities the types of improvements that are most important and the general locations where they are needed most.</p> <p>Public involvement tasks: Coordinate summer outreach, launch online survey, conduct language-based engagement, perform youth engagement, and maximize marketing.</p>	
Event/ Task	Activities
Language-based outreach and engagement	Language translation Language-based engagement Survey Handouts Web updates Facebook advertising
Youth engagement on priorities	Youth engagement activity/ workshop Photography

	Handouts Promotional items
Schedule and perform summer outreach at events	All inform and consult activities (except MapApp)
Reach out to and brief neighborhood coalitions on project and survey	Public presentation Handouts
<p align="center">Q2: Oct-Dec 2017</p> <p align="center">Project Schedule Tasks 3</p> <p>Goals: Report public feedback from efforts in Q1 (to impact draft pedestrian needs prioritization map, list, and tool development). Communicate to the public “what we heard” (public feedback results) during Q1 efforts. Verify needs analysis.</p> <p>Public involvement tasks: Inform interested parties of survey results, gather feedback on needs.</p>	
Event/ Task	Activities
Inform survey participants and interested parties of survey results	Web updates Emails Graphic design Handouts CAC meetings
Translate report and email to language-based interested parties lists	Language translation Graphic design Handouts Emails Web updates
Online survey #2	Language translation Web updates Emails Social media Handouts MapApp Promotional items

	Prize incentives
Q3: Jan-Mar 2018 Project Schedule Tasks 3	Goals: Inform the public about the different ways people “walk”, different pedestrian needs, and diversity of perspectives while promoting whole-system thinking and compassionate community engagement. Public involvement tasks: Video interviews/ storytelling project
Event/ Task	Activities
Video interviews to tell diverse walking stories (w/ translated closed captioning)	Video storytelling Language translation Web updates Emails Social media
Q4: April-June 2018 Project Schedule Tasks 4-5 Goal: Show the public how their input impacted draft pedestrian needs prioritization map, list, and tools. Gather public feedback about how public input was applied and refinements to draft pedestrian needs prioritization map, list, and tools. Public involvement tasks: Coordinate citywide tour open houses, language-based focus groups, launch online survey #3, record and distribute YouTube presentations about planning process + feedback opportunities, and conduct language-based focus groups.	
Event/ Task	Activities
YouTube presentation about planning process + feedback opportunities	Video storytelling Language translation Web updates Emails Social media
Online survey #3	Language translation Language-based engagement Web updates

	Emails Social media Handouts Promotional materials Prize incentives
Citywide tour of open houses (7)	Open house workshops Handouts
<p align="center">Q1 2018: July-Sept 2018</p> <p align="center">Project Schedule Task 3</p> <p>Goals: Inform the public about the different ways people “walk”, different pedestrian needs, and diversity of perspectives while promoting whole-system thinking and compassionate community engagement.</p> <p>Public involvement tasks: Social media walking stories campaign.</p>	
Event/ Task	Activities
Launch social media campaign to encourage members of the public to answer specific questions to tell their walking stories	
<p align="center">Q2: Oct-Dec 2018</p> <p align="center">Project Schedule Tasks 6-7</p> <p>Goal: Show the public how their input impacted the Draft Plan. Gather public feedback on Draft Plan.</p> <p>Public involvement tasks: Online open house/ storymap</p>	
Event/ Task	Activities
Inform the public about the planning process and public involvement, gather final feedback on the Plan before it goes to City Council	Online open house/ storymap Youtube video Web updates Emails Social media Graphic design Translation