



PORTLAND OFF-ROAD CYCLING MASTER PLAN

community outreach and engagement plan at-a-glance

ADVISORY COMMITTEE

PLANNING PROCESS

OUTREACH

JAN 2016

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

JAN 2017

Meeting 1

Meeting 2

Meeting 3

Meeting 4

Meeting 5

Meeting 6

Meeting 7

Meeting 8

Meeting 9

Meeting 10

DISCOVERY PHASE

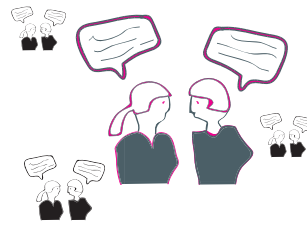
learning and sharing information

INPUT

- PLACE: Where do opportunities and needs exist? What facilities are possible?
- PEOPLE: Who is riding now? What are future needs and trends?
- CHALLENGES & IMPACTS: What are potential impacts and how can they be addressed?

OUTCOMES

- The vision, goals and objectives for the process are established.
- Existing condition and needs; challenges and opportunities; best practices; and facility types are identified.
- Impacts are understood and assessed.



METHODS

- Website
- Social media
- Press releases
- PAC member outreach

TARGET AUDIENCES

- Community partner organizations
- General public
- Public agency partners

ANALYSIS PHASE

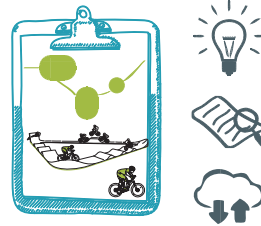
reaching out and collecting feedback

INPUT

- How do we provide a variety of experiences?
- What are the most important screening factors to consider?
- How do we screen potential sites and decide which facilities are right for which sites?

OUTCOMES

- Site suitability criteria are determined.
- Potential sites and facilities are identified and assessed based on a system-wide matching process.



METHODS (in addition to above)

- Questionnaire
- Tabling
- Engagement through community partners

TARGET AUDIENCES

- Community partner organizations
- General public
- Public agency partners
- Underserved communities
- Youth

SYSTEM PLANNING PHASE

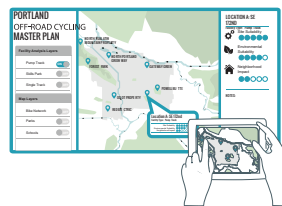
considering sites and the system

INPUT

- How do the sites make up a system? Are there appropriate connections?
- Does the system achieve the goals?

OUTCOMES

- Site suitability analysis is completed.
- Draft system map presented for review.



METHODS (in addition to above)

- Launch interactive map
- Site-specific outreach
- Focus groups

TARGET AUDIENCES

- Community partner organizations
- General public
- Public agency partners
- Underserved communities
- Youth
- Potentially affected neighbors & park users

DRAFT PLAN PHASE

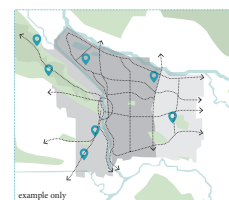
collecting and incorporating feedback

INPUT

- Does the plan meet the needs and goals?
- How can we implement the plan?
- How can we design and manage sites to minimize impacts?

OUTCOMES

- Design and management recommendations, implementation strategies finalized.
- Draft plan presented to decision-makers.



METHODS (in addition to above)

- Online feedback tool and interactive map
- Formal public hearings

TARGET AUDIENCES

- Community partner organizations
- General public
- Public agency partners
- Underserved communities
- Youth
- Potentially affected neighbors & park users



PROPOSED PLAN presented to BPS Director and Portland Mayor for recommendation to City Council; City Council makes the final decision in adopting the plan



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HILRIDE

