

## SECTION 2. INCORPORATING EQUITY

Equity exists when neighborhood, socioeconomic status, race, language ability, and other demographics do not dictate access to resources needed for health and well-being. These resources include safe neighborhoods, access to natural and green spaces for recreation or alternate means of travel, and efficient and safe transit routes. The Portland Plan's vision for equity relies on input from all Portlanders in public decision-making that affects them or the communities where they reside.

The City of Portland and City Council are committed to striving towards equitable access to the well-being and essential resources for all Portlanders (Portland City Ordinance 184880). The Off-Road Cycling Master Plan strives to promote equity by bringing off-road cycling trails and bike parks to neighborhoods which have traditionally not had immediate community access to such places so that the benefits of outdoor recreation and access to nature can be more widely enjoyed.

Consistent with the City's and the Bureau of Planning and Sustainability's planning policy and protocols, the project used an "equity lens" to promote project outcomes consistent with City goals for health, safety and livability, inclusivity, accessibility, and prosperity. At the master planning level, the following actions were undertaken to address equity:

### Evaluated disparate impacts

The project identified under-served or under-represented groups that could be affected by the project, considered how the project could impact those groups, or whether the project might overlook or worsen existing disparities or produce other unintended consequences.

### Targeted outreach

The project intentionally involved stakeholders and members of the communities who could be affected by the project, seeking their input at various stage of the project, in multiple formats and at varied venues around the City. Demographic data was used to strategize and tailor the community engagement efforts to reach underserved and target audiences.

### Key Definitions

**Under-served:** People and places that historically and currently do not have equitable resources, access to infrastructure, healthy environments, housing choice, etc. Disparities may exist both in services and outcomes.

**Under-represented:** People and communities that historically and currently do not have an equal voice in institutions and policy-making, and have not been served equitably by programs and services.

### Community Engagement Liaison Outreach

As part of a comprehensive community engagement strategy, the Off-road Cycling Master Plan partnered with the City's Community Engagement Liaison Program to outreach to traditionally under-represented Portlanders. The Liaisons conducted direct outreach in English, Spanish, Russian, and Vietnamese, focusing on residents of East and North Portland. They also provided language interpretation at community events and facilitated listening sessions with community members.

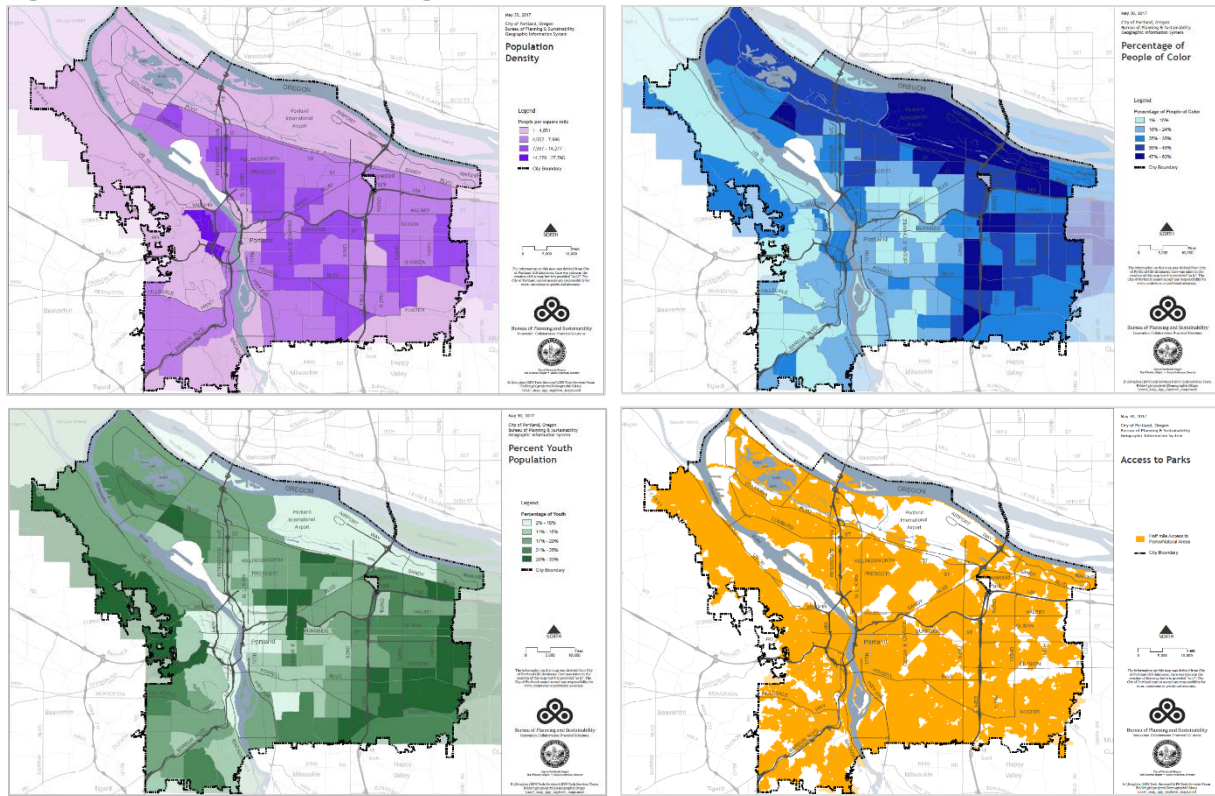
**Analyzed geographic distribution**

The project used relevant data, including demographic information, to identify and geographically locate underserved and underrepresented populations. It also identified current disparities related to infrastructure and services, specifically areas of park and open space deficiency. See Figure 2.

**Identified equitable outcomes**

The project identified equitable outcomes for the project, based on the City goals above. It considered how to positively benefit racial, ethnic, or low-income communities, and people with disabilities. The project considered the question “Who benefits most from the project?” repeatedly, and in response, identified ways those benefits could be distributed more broadly across the city in the name of equity. The plan’s final recommendations reflect a concerted intention and priority to meet the needs of underserved populations.

**Figure 2. Selected maps of demographic distribution and infrastructure access**



**Equity in Engagement and Decision-making**

As this plan is carried out, future community engagement processes should follow the City of Portland’s Public Involvement Best Practices Program, as well as equity and community engagement principles and methods established by the Office of Equity and Human Rights, Office of Neighborhood Involvement, Portland Parks & Recreation, and the Portland 2035 Comprehensive Plan. The best practices framed in these documents will help ensure that all community members, and particularly those who have been historically under-represented in planning decisions, can influence decisions that may impact their families, neighborhoods and communities.

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## Related Recommendations

### Equity in Engagement and Decision-making

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1. Conduct inclusive and transparent community engagement for the planning and design of off-road cycling trails and facilities.
  2. Ensure the voices of diverse community members and historically under-represented groups – including people of color, immigrants and refugee communities, people with disabilities, low-income Portlanders, and youth – are included in the planning process for future facilities.
  3. Engage park users and others who will be directly impacted by any recommendations.
  4. Use existing plans, such as Master Plans and Management Plans, and the community input gathered during these processes, when planning and siting new facilities.
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## Equity in Outcomes

It is critical that the City carry out this plan in a way that extends equitable outcomes – including access to healthy and safe physical activity, active transportation, and nature – for communities of color, people with disabilities, and other historically under-served and under-represented communities in Portland. Achieving this goal will require conscious efforts to prioritize future investments, extend associated benefits, and address any negative impacts in a manner that furthers equity.

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## Related Recommendations

### Equity in Outcomes

1. Use the development of off-road cycling facilities to further equity in the city. In the planning, design and construction process:
    - a) Determine how the project can best meet the needs of potential users, particularly those from the local community.
    - b) Identify ways the project could positively benefit historically under-served populations, including communities of color, low-income communities, and people with disabilities.
    - c) Determine whether there are potential negative consequences, impacts or burdens of the project on racial, ethnic, or low-income communities, or people with disabilities. If so, identify strategies to mitigate these negative impacts.
  2. Ensure the planning and design process supports inclusive, meaningful, and transparent public involvement, particularly for those most impacted and have the least influence. Explore opportunities to support local job creation and economic development opportunities for impacted communities through the construction and operation of the facility.
  3. Use user surveys and other forms of feedback to ensure facility design and management is meeting user and community needs.
  4. Engage community members in stewardship and programming for trails, bike parks, and surrounding parks and natural areas.
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*In addition to these recommendations, other recommendations throughout this Plan aim to advance equity across the City, such as those in the Foundational Recommendations (p. \*\*), Range of Experiences (p. \*\*), System Planning (p. \*\*), and Accessibility (p. \*\*) sections.*