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The contents of this document do not necessarily reflect views or policies of the State of Oregon.

To obtain a copy of this document or more information about this project, please contact:

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# Table of Contents

INTRODUCTION .......................................................................................................5

Project Background ..............................................................................................5

Project Area .........................................................................................................6

Transportation Title VI Civil Rights Policy and Program....................................6

Non Discrimination Policy Statement: .................................................................6

Transportation Title VI Civil Rights Program and Plan........................................6

Inclusive Participation Communication and Public Involvement Strategies ..........7

Limited English Proficiency Strategies.................................................................7

Data Collection Procedures ................................................................................8

Community Profile and Demographics ...............................................................8

Metro Regional Environmental Justice Target Areas ..........................................8

Languages Spoken in Public Schools ..................................................................9

Portland Plan - East Portland Community Profile ..............................................10

East Portland Underrepresented Communities Outreach Guide ..........................10

Community Organizations, Publications, Contacts and Resources.....................11

East Portland Underrepresented Communities Outreach Guide ..........................11

Additional Resources ........................................................................................11

Advisory Groups ..................................................................................................13

Outer Powell Citizen Working Group .................................................................13

Technical Advisory Group ..................................................................................14

Broader Public Meeting Events ............................................................................15

Scheduling Broader Public Meeting Events .......................................................16

Locating Venues for Broader Public Meeting Events .........................................17

Announcing and Notification of Broader Public Meeting Events ......................18

Language Translation and Interpreting Service for Broader Public Meetings .......19

Attending Additional Existing Community Group Meetings or Events ................20

Project Webpage ..................................................................................................21

Project Timeline and Schedule ..........................................................................21
APPENDICES ..................................................................................................................................... 22

Appendix A: Metro Regional Environmental Justice Target Area Maps ................................... 23
Appendix B: Portland Plan - East Portland Community Profile Fact Sheet .............................. 25
Appendix C: Map of US Postal Service Carrier Routes in the Project Area ......................... 27
Appendix D: Project Timeline and Schedule .............................................................................. 29
INTRODUCTION

The Outer Powell Boulevard Community Outreach Plan is the guiding document for conducting community outreach, soliciting citizen participation and gathering input into the development of the Outer Powell Boulevard Conceptual Design Plan. Development of the plan will occur from spring of 2010 to early summer of 2011.

This Community Outreach Plan is tailored to the specific community composition in and near the Outer Powell Blvd Conceptual Design Plan project area to meet Title VI, Civil Rights goals. The Community Outreach Plan identifies community composition, environmental justice and social equity considerations, including concentration of transportation disadvantaged communities and non-native English speaking populations and their native language. The Community Outreach Plan also identifies outreach strategies specific to these communities, including community newspapers and other media outlets, community associations, groups or congregations, meeting locations and contacts.

Project Background

The Portland Bureau of Transportation (PBOT), in coordination with the Oregon Department of Transportation (ODOT), is beginning the planning process to develop the Outer Powell Boulevard Conceptual Design Plan. The overall goal of the project is to develop a conceptual design plan for improvements along SE Powell Boulevard (US 26), from I-205 to Portland city limits at 174th Ave, to accommodate 20-year needs for motor vehicles, bicycles, pedestrians and transit. The concept design plan will inform both future preliminary engineering phases for public Capital Improvement Projects and private development requirements for dedication and frontage improvements.

Outer SE Powell Boulevard is a designated state highway (Hwy 26) routed through the City of Portland. It also connects SE Portland to Gresham and east Multnomah County. It is owned by and under the jurisdiction of the Oregon Department of Transportation (ODOT). Therefore, this plan will developed in partnership and coordination with ODOT.

Working with community stakeholders, we hope to identify a plan that supports multi-modal travel, residential livability and the economic vitality of local commercial businesses along the corridor.

Currently, this segment of Powell Blvd is predominantly a two-lane rural cross-section with bike lanes and lacking continuous curbs and sidewalks. The Powell/Foster Corridor Transportation Plan in 2003 by Metro used a regional demand model to determine the need to widen Powell Blvd to five lanes from I-205 to SE 122nd Avenue, and four lanes east of
SE 122nd, providing bike lanes and sidewalks throughout. The Metro 2003 Plan called for a second planning effort to identify a specific design for Powell Blvd improvements; this conceptual design plan project now underway will produce the specific street design.

**Project Area**

The Project Area extends along SE Powell Boulevard from I-205, approximately at SE 96th Ave, to SE 174th Ave (City Limits) and up to 500 ft from the centerline of SE Powell Boulevard. For transportation analysis purposes, the Study Area will extend north to SE Division Street and south to SE Foster Road.

The segments of SE Powell Boulevard proposed for review and refinement during this project include:

- I-205 to 124th Ave
- 124th Ave to 138th Ave
- 138th Ave to 148th Ave
- 148th Ave to 174th Ave (City Limits)

**Transportation Title VI Civil Rights Policy and Program**

**Non Discrimination Policy Statement:**

The City of Portland, Bureau of Transportation (PBOT) assures that no person shall, on the grounds of race, color, national origin, limited English proficiency, sex, income, age or disability, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination under any of its programs or activities, whether or not they are federally funded. This is in accordance with Title VI of the Civil Rights Act of 1964 and subsequent federal nondiscrimination directives such as the Federal-Aid Highway Act of 1973, the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Civil Rights Restoration Act of 1987, Americans with Disabilities Act of 1990 (ADA), Executive Order 12898 (Environmental Justice), and Executive Order 13166 (Limited English Proficiency).

**Transportation Title VI Civil Rights Program and Plan**

The City of Portland, Bureau of Transportation has in place a Transportation Title VI Civil Rights Program and Plan to support and ensure implementation of the above policy. The plan's elements that protect against discrimination apply to PBOT, its sub-recipients, contractors and consultants. The Transportation Title VI Civil Rights Program Plan and Ordinance are located on the Portland Bureau of Transportation website at the following web address: [www.portlandonline.com/transportation/index.cfm?c=34752](http://www.portlandonline.com/transportation/index.cfm?c=34752)
The City of Portland adopted the Portland Bureau of Transportation Title VI Civil Rights Program and directed the bureau to implement the program as an interim step to the implementation of a citywide program on May 6, 2009, by Ordinance Number 182745. The City of Portland also adopted, by Ordinance, the Non Discrimination Policy Statement and the Non Discrimination Agreement for Certified Local Agencies. All of 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.

The Outer Powell Boulevard Community Outreach Plan is guided by and in conformance with the Transportation Title VI Civil Rights Program and Plan. Following are relevant plan excerpts that help shape this specific Community Outreach Plan.

**Inclusive Participation Communication and Public Involvement Strategies**
To insure participation of Title VI protected groups, and to address physical accessibility, language issues and other accommodations for Title VI protected groups. At a minimum, such strategies shall include:

1) Providing for a variety of ways for community members to participate in public processes, including informal meetings/open house presentations and written and oral testimony;

2) Insuring that meeting locations and times are convenient and accessible to all, including low income and minority communities;

3) Seeking out and considering the views of minority and/or low income communities;

4) Providing meeting facilities that are accessible to all and specifying in meeting notices that accommodations are available upon request;

5) Ensuring equal access to City programs, services and activities by providing reasonable modifications and accommodations upon request.

**Limited English Proficiency Strategies**
A) The City of Portland maintains a list of staff members who speak languages other than English. These individuals may be called upon to assist PBOT in working with community members who have limited English proficiency. As necessary; professional translation services will be made available.

B) When issues or actions affect concentrated populations of non English speaking people, live notices and announcements will be placed in appropriate community media, in applicable language(s). PBOT will publish this Title VI Program on its website in the most common languages used in Portland.
C) For published materials targeted to non-English speaking communities, PBOT will utilize professional translation services to insure accuracy.

**Data Collection Procedures**

Demographic and statistical data on protected groups are available through census data, demographic research centers, public opinion surveys, and self-identification on questionnaires. PBOT will access this information as needed to determine impacts and benefits of potential projects on minority and low-income neighborhoods and in developing outreach strategies.

**Community Profile and Demographics**

Outer SE Powell Blvd is a State Highway, regional street and major arterial routed through East Portland. The exiting conditions and future of Outer SE Powell Blvd is relevant to those immediately along Outer SE Powell Blvd, the adjacent communities along the corridor, as well as the broader East Portland community. All have a stake in the outcomes of the Outer Powell Boulevard Conceptual Design Plan, including both the potential beneficial and negative impacts. Therefore, it is important to understand and reach out to all three.

The following brief community profiles and demographic data, accessed from various sources, helps us gain some understanding of the community stakeholders and shape this community outreach plan. It has been observed that the community composition of East Portland is changing. It is likely to have significantly changed since the 2000 Census. Given that data from the 2010 Census is not yet available, we are left to seek other sources to indicate what the current community composition and profile are. Some of the following sections present a couple of such profiles.

**Metro Regional Environmental Justice Target Areas**

Metro completed a background paper on Environmental Justice in Metro’s Transportation Planning Process in 2006. The purpose of the report was to provide information and guidance on ways in which federal environmental justice regulations can be integrated into the planning process of the 2035 Regional Transportation Plan (RTP) update and the 2008-11 Metropolitan Transportation Improvement Program (MTIP). Data from the 2000 Decennial Census was used to assess the distribution of environmental justice populations in the Portland metro region. To assess the distribution of each environmental justice population regionally, a series of maps were created by with the 2000 Census data aggregated and displayed by Census Block Group. Select maps are included in Appendix A.
Key Findings from the 2000 Census Environmental Justice Populations Maps near Outer SE Powell Blvd, between I-205 Freeway and 181st Ave:

- Several Block Groups with 2 or more groups of environmentally-sensitive populations. These are Environmental Justice Target Areas. These include minority and Hispanic populations, low-income populations, elderly populations, non-English-speaking populations and disabled populations.
- Low to Medium Density of Elderly and Disabled Residents
- Low to Medium Density of Low-Income, Minority, and Hispanic Residents.
- Several Block Groups with Significant Non-English Speaking Populations
- Several Block Groups with Significant American Indian/Alaskan Native Populations
- A few Block Groups with Significant Asian Populations
- One Block Group with Significant Black Population
- A couple Block Groups with Significant Hawaiian and Pacific Islander Populations
- One Block Group with Significant Hispanic Population

Languages Spoken in Public Schools
Based on the data supplied by the Portland Public Schools, Centennial and David Douglas school districts, the top 10 non-English languages spoken at home are provided in Table 1.

<table>
<thead>
<tr>
<th>Language</th>
<th>Total Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>2098</td>
</tr>
<tr>
<td>Russian</td>
<td>850</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>596</td>
</tr>
<tr>
<td>Cantonese</td>
<td>375</td>
</tr>
<tr>
<td>Ukrainian</td>
<td>265</td>
</tr>
<tr>
<td>Romanian</td>
<td>186</td>
</tr>
<tr>
<td>Somali</td>
<td>157</td>
</tr>
<tr>
<td>Hmong</td>
<td>77</td>
</tr>
<tr>
<td>Burmese</td>
<td>53</td>
</tr>
<tr>
<td>Bosnian</td>
<td>45</td>
</tr>
</tbody>
</table>
Portland Plan - East Portland Community Profile
The East Portland Community Profile Fact Sheet prepared by the Bureau of Planning and Sustainability for The Portland Plan provides several relevant statistics about East Portland compared to citywide. The Fact Sheet includes some estimated statistics that are projected from the 2000 Census to the year 2009. The East Portland Fact Sheet is located in Appendix B.

East Portland Underrepresented Communities Outreach Guide
According to the East Portland Underrepresented Communities Outreach Guide prepared by the Bureau of Planning and Sustainability in 2008…

“East Portland covers 18,898 acres, or 29.5 square miles, which is 19% of the total City area. Much of East Portland was annexed to the City of Portland during the late 1980s and early 1990s. Many East Portland residents did not support the annexation of their communities, and continue to feel that their interests are underrepresented in overall Portland planning policy. These communities can benefit from greater participation in the planning process by making their concerns and needs known.

Due in part to the large area of East Portland, and also to the relatively low-density development patterns and potential for infill development, its population is expected to grow 10.2% between 2000 and 2011; during the same period, the City of Portland population is expected to grow 7.4%, making East Portland the fastest-growing area of the City. The population of East Portland is also increasingly diverse. In 2000, the non-white population of East Portland was 24%, as compared to 22% in the City of Portland; by 2011, it is expected to grow to 30%, as compared to 27% in the City of Portland (U.S. Census 2000; ESRI Business Analyst).

Much of this population growth will be attributable to immigration. According to a 2006 report published by the Urban Institute, immigrants make up one in every three residents in some East Portland neighborhoods, and immigration rates are increasing (Lotspeich et al. 2003, 5). Immigrants in East Portland primarily come from Latin America, Asia, Eastern Europe and East Africa; languages spoken include English, Spanish, Vietnamese, Chinese, Russian, and many others.”
Community Organizations, Publications, Contacts and Resources

East Portland Underrepresented Communities Outreach Guide
The Outer Powell Project Team will use *East Portland Underrepresented Communities Outreach Guide* as a resource for reaching out to and seeking connections with underrepresented communities in East Portland. The *East Portland Underrepresented Communities Outreach Guide* includes a list of community organizations, publications, contacts and websites that may serve as resources for reaching the various underrepresented communities in East Portland. These resources are not re-stated in this plan, but are included by reference. These resources will be included in the mailing distribution list to which project announcements and updates will be disseminated.

Additional Resources

El Programa Hispano
Since 1982, *El Programa Hispano* has provided a wide array of social services to low-income Latinos in the Portland metro area.
PORTLAND Branch:
901 SE Oak Street
Portland, Oregon 97214
503.236.9670
[http://www.catholiccharitiesoregon.org/services_latino_services.asp](http://www.catholiccharitiesoregon.org/services_latino_services.asp)
Gloria Wiggins, Latino Services Division Manager
(503) 489-6800
gwiggins@catholiccharitiesoregon.org

Immigrant and Refugee Community Organization (IRCO)
The mission of the Immigrant and Refugee Community Organization (IRCO) is to promote the integration of refugees, immigrants, and the community at large into a self-sufficient, healthy, and inclusive multiethnic society.
Central Office:
10301 NE Glisan Street
Portland, Oregon 97220
Phone: 503-234-1541
[http://www.irco.org/](http://www.irco.org/)

Midland Library
Consult with Librarian who works with diverse communities.
Community Outreach Plan

Continued

805 S.E. 122nd Avenue
Portland, OR 97233
503.988.5392
http://www.multcolib.org/agcy/mid.html
Advisory Groups

Outer Powell Citizen Working Group

To assist the City in developing the Outer Powell Boulevard Conceptual Design Plan, the project team shall form a Citizen Working Group for the project. This Outer Powell Citizen Working Group (CWG) will include representatives from the neighborhood associations and business associations along Powell Blvd, community organizations active in East Portland, advocates for the pedestrians, bicyclists, freight and schools who are affected by the corridor.

Representatives from the following organizations were invited to participate on the Outer Powell Citizen Working Group:

- East Portland Action Plan Representative
- Lents Neighborhood Association / Lents Urban Renewal Area Advisory Committee
- Powellhurst-Gilbert Neighborhood Association
- Pleasant Valley Neighborhood Association
- Centennial Neighborhood Association
- Midway Business Association
- Business Owner on SE Powell Blvd
- Place of Worship on SE Powell Blvd or within the study area
- Human Solutions
- Community Health Partnership
- Multnomah County Community Wellness and Prevention Program
- OPAL (Organizing People Activating Leaders)
- Centennial School District
- David Douglas High School
- Portland Commission on Disabilities
- Pedestrian Representative, Portland Pedestrian Advisory Committee or otherwise
- Bicycle Representative, Portland Bicycle Advisory Committee or otherwise
- Freight Representative, Portland Freight Committee or otherwise

Leading up to this project, representatives from various neighborhood associations, business associations and community organizations along Powell Blvd have been active through a community-formed group. This group has been the East Portland Action Plan (EPAP) Outer Powell TGM Sub-committee. Members of the citizen-formed East Portland Action Plan (EPAP) Outer Powell TGM Sub-committee can continue to represent their organization on the broader Outer Powell CWG with formal confirmation from each organization.
Members of CWG will have opportunities to review, inform and endorse project information and work products. It is the City’s expectation that representatives on the Citizen Working Group will keep their individual organizations up to speed on the progress of the CWG and advise the City on the development of the plan. Responsibilities will include attending CWG meetings, reviewing project materials, helping to distribute invitations to open houses and other broader public events, providing regular updates to one’s organization on the project, and consulting with members of their individual organizations on how to best represent their views, concerns and recommendations at the CWG. The CWG will be invited to and hopefully assist with hosting broader public open houses.

Portland Bureau of Transportation will maintain communication with CWG members and integrate feedback from CWG into project materials, development of alternatives, selection of preferred plan and recommendations to City Council. The CWG will also provide guidance to City Council in their consideration to adopt a conceptual design plan for Outer Powell Blvd.

**Meeting time.** The CWG will meet roughly every other month for one year, between the Summer of 2010 and June 30, 2011. The first Citizen Working Group meeting is scheduled for the evening of Monday, July 19, 2010 from 6-8 PM.

**Meeting location.** CWG meetings will be held at Human Solutions, 12350 SE Powell Blvd, as long as this space is available by the host and it is convenient for CWG members.

**CWG Staff.** April Bertelsen, with the Portland Bureau of Transportation (PBOT), will serve as the project staff to the CWG. She can be reached by phone at 503-823-6177 or by email at april.bertelsen@portlandoregon.gov. Other members of the Project Team will also attend CGW meetings regularly, including; Stuart Gwin, PBOT, Project Manager, Ross Kevlin, ODOT TGM Grant Manager and Agency Representative, and Chris Scarzello, Portland Bureau of Planning and Sustainability (BPS) Planning District Liaison.

**Technical Advisory Group**

Portland Bureau of Transportation (PBOT) will form a Technical Advisory Group (TAG) which will meet regularly through the project prior to CWG. The TAG includes representatives from the various divisions within PBOT, modal coordinators, other City bureaus and partnering agencies. The TAG will review, inform and endorse project information and work products. The TAG will advise the City during each phase of the project leading up to a recommended conceptual design plan.

Representatives from the following organizations were invited to participate on the Outer
Community Outreach Plan

Continued

Powell Technical Advisory Group:

- Pedestrian Coordinator, PBOT
- Bicycle Coordinator, PBOT
- Freight Coordinator, PBOT
- Traffic Engineering, PBOT Bureau of Transportation Engineering and Development
- Project Management, PBOT Bureau of Transportation Engineering and Development
- Traffic Investigations, PBOT Bureau of Transportation System Management
- Transportation Options, PBOT Bureau of Transportation System Management
- Bureau of Maintenance
- Bureau of Environmental Services
- Bureau of Parks and Recreation, including Urban Forestry
- Bureau of Planning and Sustainability
- Lents Urban Renewal Area, Portland Development Commission (PDC)
- Metro Regional Government
- TriMet
- Oregon Department of Transportation (ODOT)

Stuart Gwin, Project Manager with the Portland Bureau of Transportation, will serve as the project staff to the TAG.

Broader Public Meeting Events

The Outer Powell Project Team will conduct one community workshop in the beginning of the project and three public open houses at key decision points in the planning process. These four public events are summarized below. They are also identified on the project timeline and schedule provided in the following section of this document.

Community Workshop - City shall facilitate a community workshop to present a summary of the Background Policy and Existing Conditions Technical Memo and gather input from community stakeholders about existing conditions, community needs, and desired improvements on Powell Blvd. The City shall provide presentation materials and maps. City and Consultant shall record participant comments through maps, sketches and written comment. Consultant shall prepare display materials that in the Consultant’s professional opinion are necessary to convey graphic information contained in Consultant products and attend the meeting to present summaries of the tech memos. City shall collect and summarize participant comments.
Community Outreach Plan

Public Open House #1 - City shall facilitate Public Open House #1 and present summary of the Needs, Opportunities and Constraints Tech Memo and present the Corridor Urban Design Concept Plan Map. Consultant shall prepare display materials and attend to present summary information from the Future Traffic Conditions Technical Memo and Toolkit Technical Memo. City and Consultant shall provide a mini recap of the previous Community Workshop and policy background and existing conditions task deliverables. City shall record participant comments so that City and Consultant are able to revise respective memos in response to comments.

Public Open House #2 - City shall facilitate Public Open House #2 to present draft Alternative Packages and Urban Design Alternatives. City shall record participant comments. Consultant shall attend Public Open House #2 to assist with presenting alternatives; Consultant shall receive comments in order to revise draft Alternative Packages in response to comments.

Public Open House #3 - City shall facilitate Public Open House #3 to present draft Alternative Packages Evaluation Technical Memo, Alternative Traffic Analysis, draft Recommended Alternative Streetscape Plan Graphics, Urban Design Alternatives Evaluation Memo and draft Local Street and Accessway Report. Consultant shall attend Public Open House #3 to assist with presenting Alternatives Traffic Analysis, Alternative Package Evaluation Technical Memo including its recommended alternative, and draft Local Street and Accessway Report. City shall record participant comments so that draft deliverables can be revised.

Scheduling Broader Public Meeting Events

Objective: Maximize opportunity for participation when scheduling public meeting events.

- Avoid meeting dates between the week of Thanksgiving and the week of New Years Day.
- Avoid conflicts with other meetings. Consult on meeting dates through various sources, including but not limited to the following:
  - Outer Powell Citizen Working Group members.
  - East Portland Neighborhood Organizations, EPN, EPAP, & 13 neighborhoods combined calendar: [http://eastportland.org/calendar](http://eastportland.org/calendar)
- Consider holding broader public meetings the same date of the regularly occurring Outer Powell Citizen Working Group meetings, in lieu of a meeting. This will better insure that members can also attend and help host the event.
Locating Venues for Broader Public Meeting Events

**Objective:** Maximize the convenience and access of public meeting events.

- Host public meetings in East Portland at venues along Outer SE Powell Blvd or in the vicinity.
- Make sure public meeting venues are directly on or close to one or more public transit line.
- Provide directional signage to the room where the meeting event will be held and the restrooms.
- Field verify the accessible route to the meeting venue and meeting space. Make sure the facility is ADA accessible. If the ADA accessible route different from the main entrance, make sure it is open during the meeting and clearly marked with directional signage.

**Potential Venues to Investigate Further:**

- Ron Russell Middle School, 3955 SE 112th Ave, Portland, OR 97266-1734, (503) 256-6519, [http://rrms.ddouglas.k12.or.us/](http://rrms.ddouglas.k12.or.us/)
- Earl Boyles Elementary School, 10822 SE Bush Street, Portland, OR 97266-2321, (503) 256-6554, [http://eb.ddouglas.k12.or.us/](http://eb.ddouglas.k12.or.us/)
- West Powellhurst Elementary School, 2921 SE 116th Ave, Portland, OR 97266-1797, (503) 256-6509, [http://wp.ddouglas.k12.or.us/](http://wp.ddouglas.k12.or.us/)
- Lynchwood Elementary School, 3615 SE 174th Ave, Portland, OR 97236-1299, (503) 762-3204, [http://www.centennial.k12.or.us/schools/lw/index.php](http://www.centennial.k12.or.us/schools/lw/index.php)
- Centennial High School, 3505 SE 182nd Ave, Gresham, OR 97030-5097, (503) 762-6180, [http://www.centennial.k12.or.us/schools/chs/](http://www.centennial.k12.or.us/schools/chs/)
- David Douglas School District, Transportation Office & Student Evaluation Center, 2900 SE 122nd Ave, Portland, Oregon 97236, (503) 256-6549.
- Leander Court Apartments, Community Room, 4620 SE 122nd Avenue, Portland, OR 97236-4294, (503) 760-3846
Announcing and Notification of Broader Public Meeting Events

**Objective:** Provide broad as well as focused and targeted notification and announcement of public meeting events.

**Build a Mailing List with the following:**

- Mail to U.S. Postal Service Carrier Routes in the Outer SE Powell Blvd corridor. Send mailings to all postal customers, including residential and commercial. Table 2, provides a list of Carrier Routes to include. A map of the Carrier Route boundaries is provided Appendix C.

- Build supplemental mailing list of all property owner addresses, where the property address is different from the site address. This will insure that property owners located outside the project mailing area also receive notice of the project public meetings and project updates.

- Build supplemental mailing list or email list of various organizations, neighborhood associations, business associations, etc within the project area or who have a stake or express interest in what happens along Outer Powell Blvd.

- Add individuals and organizations throughout the project who request to be added to the mailing list. Always bring a sign-up sheet to public meetings so that people can sign-up to be added to the project mailing list.

**Table 2.**

<table>
<thead>
<tr>
<th>ZIP Code</th>
<th>Carrier Route</th>
</tr>
</thead>
<tbody>
<tr>
<td>97266</td>
<td>66C12</td>
</tr>
<tr>
<td>97266</td>
<td>66C22</td>
</tr>
<tr>
<td>97266</td>
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<td>36C32</td>
</tr>
<tr>
<td>97266</td>
<td>66C04</td>
</tr>
</tbody>
</table>

**Purchase advertising or earn media for the project and upcoming public meeting events in local community publications, including but not limited to the following:**

Community Outreach Plan

For advertising and all else contact Charles Washington, publisher and editor-in-Chief at charlesw [at] portlandobserver.com
For general news and press releases Mike Leighton, news editor, at news [at] portlandobserver.com
Send tips and comments on the website (we love feedback) to Jake Thomas, web editor and news reporter, at jthomas [at] portlandobserver.com
You can also follow him on Twitter @jakethomas2009
Follow the PO on Twitter @pdx_observer.com. We’re also on Facebook.

Inventory all media outlets distributed in the project study area and greater East Portland

- Acquire contact info, copy deadlines and distribution cycles. Examples:
  - Community newspapers
  - Radio stations and specific radio shows
  - East Portland Action Plan outreach network
  - Neighborhood newsletters and list serves
  - Business Association newsletters and list serves
  - School newsletters
  - Other email list serves
  - PBOT Transportation Options and SR2S distribution channels
  - Blogs
  - Community mavens

Language Translation and Interpreting Service for Broader Public Meetings

Objectives:

- Project mailing materials must be translated into languages commonly spoken by communities in Project Area.
- Translate key information about the meeting details and the purpose of public meeting event announcement.
- Translate the above into the top 3-4 languages spoken at home other than English.
- Describe why groups should be interested in participating.
- Avoid technical, bureaucratic language. Convert information into lay language.
- Provide interpreters at broader public meetings for predominant languages other than English that are spoken in the community.
- Consider offering interpreter-translated, guided tours through the public open house stations as specific advertised times.
Top Four Languages other than English Spoken within the Project Study Area:

- Spanish
- Russian
- Vietnamese
- Cantonese

Citywide Translation and Interpretation Contract Services through Auditor Office:

The City Auditor’s Office provides translation and interpretation contract services to various bureaus throughout the City. The three contractors are:

- Language Fusion
- Northwest Interpreters Inc
- Immigrant and Refugee Community Organization (IRCO)

For service contract requests, contact:

Andrew Bryans, Executive Assistant
Office of the City Auditor
503-823-4079
andrew.bryans@portlandoregon.gov

Andrew assigns projects on a rotating basis to one of the three contractors. IF the bureau has a reason for preferring a particular contract, please discuss with Andrew when you make your service request. Once a project is completed, the bureau must pay the invoice via a PO which references the contract number, per the standard SAP procurement process.

Attending Additional Existing Community Group Meetings or Events

Objective: Gather more input and participation by going to where the people are instead of asking them to come to a project hosted meeting.

The City shall attend up to fifteen existing community group meetings or events as outreach to citizens who are unable to attend large open house events held in the evening. Around the time of public open house events, City shall seek to share project materials with smaller community groups by attending their regular meetings or setting up project booths/stations at community events and schools to allow citizens to review and provide input. City shall make an effort to establish relationships with people of color and ethnic minority communities within Project Area and identify community liaisons.
Community Outreach Plan
Continued

Community Groups to Target within the Project Study Area:

- East Portland Action Plan Committee, Subcommittees and partners
- ROSE Community Development Corporation and other CDCs
- Human Solutions
- PBOT Safe Routes To Schools Program
- Community Health Partnership
- Multnomah County Community Wellness and Prevention Program
- OPAL (Organizing People Activating Leaders)
- Place of Worship on SE Powell Blvd or within the study area
- Business Associations
- Neighborhood Associations

Project Webpage

A project webpage will be maintained for the Outer Powell Boulevard Conceptual Design Plan on the Portland Bureau of Transportation website. Project review materials, meeting announcements and status updates will be provided on the project webpage. The web address shall be: [www.portlandonline.com/transportation/outerpowell](http://www.portlandonline.com/transportation/outerpowell)

Project Timeline and Schedule

The Outer Powell Boulevard Conceptual Design Plan project timeline is located in Appendix D. It includes a general schedule of tasks, key milestones and meetings.
Appendix A: Metro Regional Environmental Justice Target Area Maps
Community Outreach Plan
Continued
This map shows 3000 Census block groups that have greater than 25% of the regional average population of non-English-speaking residents. The regional average is 0.1% within the highlighted block groups 1% or more of the residents do not speak English.

Legend
- Significant Non-English-Speaking Population
- Metro Planning Boundary
- Urban Growth Boundary

Source: U.S. Census Bureau, 2000
Regional Land Information System
7/29/06

The information on this map was derived from Digital Core Layers and other data. Use was taken in the creation of this map. Metro cannot accept any responsibility for errors, omissions, or positional accuracy. There are no warranties, expressed or implied, including the warranty of merchantability of fitness for a particular purpose based on this product. Feedback on the accuracy of any errors will be appreciated.

Figure 10

Non-English-Speaking Population in 2000 by Block Group
This map shows 2000 Census block groups that have more than one environmentally-sensitive population. These include minority and Hispanic populations, low-income populations, elderly populations, non-English-speaking populations, and disabled populations.

Legend

Environmental Justice Populations

<table>
<thead>
<tr>
<th>Groups</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 groups</td>
<td>Light yellow</td>
</tr>
<tr>
<td>3 groups</td>
<td>Yellow</td>
</tr>
<tr>
<td>4 groups</td>
<td>Dark yellow</td>
</tr>
<tr>
<td>5 groups</td>
<td>Brown</td>
</tr>
</tbody>
</table>

Metro Planning Boundary
Urban Growth Boundary

Source: U.S. Census Bureau, 2000 Regional Land Information System

Figure 11
Environmental Justice Analysis of Target Areas
Figure 12: Elderly and Disabled Populations in 2000
This map shows the combined population of low-income minority, and Hispanic residents in 2000. The categories shown are based on combined percentages. The values are as follows: very low 2-6%, low 6-11%, medium 11-34%, high 34-60%, and very high 60-90%. Residents were not counted for more than one category; i.e., if a resident was both low-income and Hispanic, she was only counted once.

Density of Low-Income, Minority, and Hispanic Residents

Very Low
Low
Medium
High
Very High

Metro Planning Boundary
Urban Growth Boundary

Source: U.S. Census Bureau, 2000 Regional Land Information System (RLIS)

WARNING: Some maps contain map layers of different data sources, e.g., road plans can be outdated. When using the map, the map is only as accurate as the base map used.

The information on this map was derived from digital databases of Metro GIS. Care was taken in the creation of this map. High-speed access to data enables, in theory, the most current data, however, no assurance can be made that data is up-to-date or reflects the current state of the area.

Figure 13
Low-Income, Minority, and Hispanic Populations in 2000
### East Portland

- **138,000** residents (about 24 percent of city’s population)
- **27 percent** of population is non-white (26 percent of population is non-white citywide)
- **36** median age (37 citywide median age)
- **51,100** households (about 20 percent of all households citywide)
- **33,200** families (about 20 percent of families citywide)
- **2.65** average household size (2.28 persons per household average citywide)
- **30,900** owner-occupied homes (about 23 percent of all owner-occupied homes citywide)
- **20,200** renter-occupied homes (about 18 percent of all renter-occupied homes citywide)
- **$239,100** median home value ($268,600 median home value citywide)
- **$52,200** median household income ($54,100 citywide median)
- **$17,500** per capita income (about 40 percent less than $29,700 citywide average)
- **4,700** businesses (about 14 percent of businesses citywide)
- **48,300** workers (about 11 percent of workers citywide)
- **71 percent** drove alone to work (2000 figure; 64 percent of city average)
- **2 percent** commuted by bicycle (2000 figure; 3 percent of city average)
- **1 percent** survey respondents reported bicycling as main way of commuting (2009)
- **50 percent** zoned for single-family dwelling units (42 percent citywide)
- **17 percent** zoned for multi-family dwelling units, highest in the city (10 percent citywide)
- **19 main streets on commercial corridors** (93 designated commercial segments citywide)
- **55** average “walk score” (citywide average 66 out of 100)
- **30 accessible neighborhood parks with basic amenities as playgrounds, open green space or seating**
- **2 very large natural areas (Powell Butte Nature Park and Columbia Slough Natural Area)**
- **3 public high schools (13 high schools citywide)**
- **1 community center (15 community centers citywide)**
**POPULATION DIVERSITY**

<table>
<thead>
<tr>
<th></th>
<th>2009 Estimates</th>
<th>2000 Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>73.4%</td>
<td>78.1%</td>
</tr>
<tr>
<td>Black</td>
<td>3.4%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Native American</td>
<td>1.0%*</td>
<td>1.5%*</td>
</tr>
<tr>
<td>Asian</td>
<td>10.5%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0.3%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>6.8%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>4.5%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>11.7%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

*Native American population may be as high as 6% based on community validated population count reported by Native American Youth and Family Center (NAYA) and the Native American Rehabilitation Association of the Northwest, Inc. (NARAN, NW). This highlights a significant undercount in the 2000 Census, which reported between 6,795 and 14,701 American Indians and Alaskan Natives.

**HIGH SCHOOL GRADUATION RATE**

Parkrose 79.6% (+1.6% since 02–03)
David Douglas 77.2% (-9.7% since 02–03)

Schools at the Marshall High School Campus: BizTech HS (46.4%), Pauling Academy of Integrated Sciences (67.7%), Renaissance Arts Academy (58.8%) (percent change data unavailable)

2009–2009 National Center for Education Statistics (NCES) graduation rates reported by Oregon Department of Education.

**NATURAL AREAS & WATERSHEDS**

6.88% of district has high Natural Resources Inventory (NRI) value.
The district lies in 3 watersheds: Columbia Slough (north), the Willamette River (west-mid) watershed, and Johnson Creek (east-mid and south).
Natural Resource Inventory areas are primarily at the edge of the developed neighborhoods; they're located mainly in the sloughs in the industrial area and along the Columbia River. Powell Butte and Johnson Creek/Springspring Corridor also provide important natural areas.

**TREE CANOPY**

26% average coverage (same as citywide percentage)
TOP 5: Pleasant Valley 56%, Woodland Park 38%, Powellhurst Gilbert 27%
BOTTOM 5: Argay 11%, Parkrose 14%, Wilkes 21%

**ACCESS TO PARKS**

30 accessible neighborhood parks with at least a minimum level of park service, such as open green space, playground, picnic or seating area, walking path, or similar feature are located here.
About a third of these are adequately improved; two-thirds have few or no park improvements.
Several large acquired properties remain undeveloped, unimproved.
One community center serves the district.

**ACCESS TO HEALTHY FOOD**

Within 1/2 mile of full-service grocery store

BETTER: Mill Park, Centennial, Powellhurst-Gilbert, Hazelwood, Parkrose Heights
WORSE: Wilkes, Pleasant Valley, Glenfair, Lents

**SENSE OF SAFETY**

Percent who responded positively to sense of safety in neighborhood

HIGHER: Russell 50%, Parkrose Heights-Woodland Park 45%, Argay 43%, Pleasant Valley 41%
LOWER: Powellhurst-Gilbert 24%, Mill Park 28%, Lents 28%, Hazelwood 30%

**REPORTED CRIMES**

5,988 (November 2008 to October 2009)
26% of crimes reported in the city
East 26%, SE 18%, CC-NW 18%, North 12%, CC-Eastside 7%, West 5%, CC-University less than 1%
Includes assault, homicide, drug laws, larceny, robbery, prostitution, sex crimes, simple assault, vandalism — crimes likely to influence the feeling of safety in a neighborhood.

**VOTER TURNOUT**

Voter participation was in the 81–85% range in most areas, with patches of lower participation, in the 45–80% range, in parts of Lents, Powellhurst-Gilbert, Centennial, Hazelwood and Mill Park.

**WALKABILITY**

Walk score is based on distance to various amenities from each address in a neighborhood. The closer an address is to a range of amenities, the higher the score.
For more detail, please see www.walkscore.com

**COMMUNITY CHARACTER**

East Portland neighborhoods include a mix of urban and more rural-like development forms and patterns set against a backdrop of Douglas Firs and buttes. Most of this area was annexed in the 1980s and 1990s. Its rural beginnings and growth spurt in the automobile age are reflected in an incomplete sidewalk system, typically wider streets than older neighborhoods, and a more automobile-oriented pattern of development.

**NEIGHBORHOOD AFFORDABILITY**

Average rent for 2 bedroom/2 bath unit

N/NE Portland, $745 per month; Southeast, $895 per month
Downtown Portland, $1,800 per month; Southwest, $914 per month
Lower-income households, however, still spending more than 60% of income on housing and transportation in these eastside districts and throughout the city.

**RANGE OF HOUSING OPTIONS**

3,405 new housing units from 2004–2008; 1,694 Single Family Residences; 401 Duplexes; 176 Rowhouses; 44 Townhouses
1,075 dwelling units in less than 5-story buildings (multi-family); 0 dwelling units in more than 5-story buildings (multi-family).

**HOW GET TO WORK**

Commute mode split

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Drove alone to work</td>
<td>71%</td>
<td>80%</td>
<td>64%</td>
<td>68%</td>
</tr>
<tr>
<td>Rode transit</td>
<td>8%</td>
<td>9%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Carpoled</td>
<td>14%</td>
<td>9%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Walked</td>
<td>2%</td>
<td>1%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Commuted by bicycle</td>
<td>2%</td>
<td>1%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Worked from home</td>
<td>4%</td>
<td>n/a</td>
<td>4%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

May not add up to 100% due to rounding.

**VEHICLE USE**

Daily vehicle miles of travel per capita

Far NE 19; Far SE 19; Gateway 27; CBD 10; Citywide (weighted) average 16

Travel model figures calculated by Bureau of Transportation.
Community Outreach Plan

Appendix C: Map of US Postal Service Carrier Routes in the Project Area
Appendix D: Project Timeline and Schedule
**Outer Powell Blvd Conceptual Design Plan**

**Schedule Updated 7-8-2010**

### Public Involvement
1. *Develop Community Outreach Plan.*
3. *Share project introduction, timeline, project goals/objectives, roles and expectations.*

### Policy Background, Existing Conditions
1. *Review at TAG and CWG:* - Draft Policy Background and Existing Conditions Tech Memo
4. *Host Community Workshop in place of CWG Meeting to present Background Policy, Existing Conditions and gather input from community stakeholders about existing conditions, community needs and desired improvements.*

### Need, Opportunities and Constraints
2. *Review at TAG and CWG:* - Draft Need, Opportunities and Constraints Tech Memo
3. *Possible Neighborhood Walks with CWG*
5. *Draft Corridor Urban Design Concept Plan Map*
6. *Open House #1 to present Needs, Opportunities and Constraints*

### Alternatives Development
1. *Develop Streetscape Design Alternatives and Options, Review at TAG and CWG.*
2. *Develop Alternatives Packages, and Urban Design Alternatives, Review at TAG and CWG.*
3. *Open House #2 to present proposed alternatives for analysis*

### Alternatives Evaluation and Selection of Recommendation
1. *Develop Alternatives Traffic Analysis*
2. *Draft Alternatives Package Evaluation*
3. *Draft Urban Design Evaluation Memo*
4. *Draft Local Street and Accessway Report*
5. *Staff Recommended Alternative*
6. *Select Preferred Alternative*
7. *Open House #3 to present Preferred Alternative Streetscape Plan*

### Refinement/Implementation
1. *Refine and finalize Streetscape Plan*
2. *Build Consensus and Document Conflicts*
3. *Refine Traffic Engineering*
4. *Update Recommended Alternative*
5. *Develop Project Descriptions and Cost Estimates*
6. *Prepare Final Report*

---

**DRAFT**

**FINAL**

**CWG mtg: July 19**

**CWG mtg: September 20**

**CWG mtg: October 18**

**CWG mtg: January 17**

**CWG mtg: April 18**

**CWG mtg: May 16**

8/4/2010