

PBOT

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GROWING TRANSIT COMMUNITIES PLAN

COMMUNITY ADVISORY GROUP (CAG)

WEDNESDAY, JANUARY 6, 2016 6–8PM

MONTAVILLA UNITED METHODIST CHURCH

232 SE 80TH AVENUE | PORTLAND, OR



Meeting #2 Notes

Members in attendance: Darin Lund, Jeff Deng, Phuc Toan Nguyen, Rowena Norman, Sue Ludington, Jennifer Phung, Jim Howell, and Katie Urey.

Members not in attendance: Tony Lamb and Emea Pumarega.

Staff in attendance: April Bertelsen, Francesca Patricolo, and Zef Wagner, PBOT; and Stephanie Millar, ODOT.

Members of the public in attendance: David Bouchard.

Welcome and introductions

April called the meeting to order at 6:10PM and introduced Stephanie Millar from ODOT, who is filling in as Grant Manager while Terra Lingley is on maternity leave. Eric Hesse, from TriMet, was sick. Tony Lamb had something come up last minute. Arlene Kimura* and Adam Kriss are each unable to continue as members of the CAG. Staff is working to engage with their respective organizations, the East Portland Action Plan and Portland Commission on Disability. Group members, staff, and public went around to introduce themselves and each said something they look forward to in 2016.

** Since our CAG meeting, Arlene Kimura communicated that somethings have changed in her commitments and schedule. She will be able to attend most future GTC CAG meetings after all. She is re-joining the CAG.*

Meeting Notes

April said that in the future, staff plans to do a faster job of turning around the meeting notes. The group reviewed the meeting notes from Nov. 16. The meeting notes were approved with corrections for the spelling of Sue Ludington's and Terra Lingley's names.

Outreach and Engagement Plan

Francesca touched on highlights from the Draft Outreach and Engagement Plan and group members went around to share their feedback and ideas for outreach and engagement.

General feedback:

- Make the scope and purpose of the committee pop out to the public
- The Plan needs to include a very brief 30-second elevator pitch at the beginning and it should also be used on the website. The flyers staff made before do a good job of explaining but it could be shortened
- Document should be reviewed to remove overly technical language
- Bus service needs improvement first

Suggested engagement:

- Montavilla Neighborhood Association LUTC
- 82nd Ave. Improvement Coalition
- Madison South Neighborhood Association: Meetings every other month, a brief something for the newsletter
- Hollywood Star newspaper
- Highlander newspaper
- High School Facebook page
- School website, outreach to Admin.
- Flyering in the halls at the high schools
- Ask a teacher
- School announcements
- Flyering at bus stops near schools (ask Eric Hesse)
- Presentation to TLC of 117th EP
- Bus Riders Union (BRU), service need, bus shelters, safety –membership meetings

Staff and public also contributed:

- Set up accounts in each of the neighborhoods to share notices about the plan via Nextdoor
- Reach out to local representatives of the National Federation of the Blind.

ACTION: Staff will update the Community Outreach and Engagement Plan and follow-up on recommended engagement strategies.

Online Survey

Group members went around and provided feedback on the online survey and marketing handout.

Suggestions on the survey:

- Consistent description of survey: describe by bus number instead of Middle Halsey
- More graphical clarification on the map
- Transit geek talk out of it
- Where they get on *and off* the bus
- If you use the bus *or* “would like to use the bus” (applies to handout too)
- Add the time it should take to do the survey and if results are confidential
- Is there an “other” choice for bus stop features
- Some people get on and off the bus in a number of places but still have to select one stop

- Survey q's upfront
- Clarify in the beginning that you can go backwards
- Don't make the survey too long. It is fairly long and students will need it to be shorter
- Too confusing, simplified by eliminating wording. You don't need all the descriptions. Eliminate the top part, makes it easier and shorter. Just have the bus number and the name
- Combine all the areas into one matrix.
- If someone doesn't use the bus, we should ask what would get them to use it
- Add frequency and span of service
- Use skip logic
- In addition to an online survey, try doing focus groups with students
- Add more individual corridor maps on the survey for reference during survey
- Demographics should consider collecting information on age too

Suggestions on the marketing handout:

- Put a bus on it (the logo)
- More street names on the periphery of the corridor boundary study area/ the borders of the map where you start with each bus line so that the corridor streets are called out more and people know this is the corridor the bus is in
- Incentive called out a bit more
- Needs "what's in it for me" language, i.e. "want to get to your bus safer and easier, give us feedback"
- QR code
- Give the audience a little statement about how they could affect other people's lives, give them a sense about how important it is to people's lives
- Let the public know that what they offer is going to be constructive

ACTION: Staff will update the survey and marketing handout using CAG feedback to the extent possible and will follow-up to explain what was possible and what was not/ why.

Corridor Maps Activity: Help identify needs

Zef described the activity goals are to help CAG members to engage with the corridors, identify needs, and test drive/ provide feedback on an activity staff hopes to refine for future use with other groups for Plan engagement. CAG members counted off into two groups and focused on two of the three corridors, Busline 77/Middle Halsey and Busline 20/Outer Stark-Burnside, due to time limitation.

Next Steps

Francesca updated the committee about the progress and limitations for setting up a CAG Google Group. April mentioned upcoming engagement including with the Rose City Park Neighborhood Association and Portland Commission on Disability. Zef noted that staff is coming up with ways for the CAG to engage with Airport Way and for the Airport Way public to engage with the Plan, which may include a CAG visit/ tour of the area. The next CAG meeting is scheduled for Wed. Feb. 3 from 6-8PM.

ACTION: Staff will need to confirm the location of the next CAG meeting in a follow-up email.

The meeting adjourned at 8:10PM.

Meeting notes are provided as a courtesy and are not verbatim.

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