



Southwest In Motion

Draft Public Involvement Plan

November 2017

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I. Introduction

This public involvement plan guides the planning process for Southwest In Motion (SWIM). The overarching goal of the public involvement is to understand community priorities for active transportation investments, 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 that will be revised as new ideas and other adjustments are identified.

II. Project overview

Southwest In Motion (SWIM) is a short-term refinement, prioritization and implementation strategy for planned active transportation investments in Southwest Portland.

SWIM will engage the community with innovative and targeted outreach and involvement techniques to develop an action plan that will promote high levels of healthy active transportation by Southwest Portland residents. The implementation plan will identify bicycle and pedestrian network needs, develop criteria to evaluate and identify priorities for active transportation projects over a five-year timeframe and develop education activities tied directly to the new infrastructure projects to promote their use.

Strategic infill of active transportation infrastructure is needed to allow the district to meet PBOT's policy goals for active transportation use. Safety improvements for these modes are also supportive of the Bureau's recently adopted Vision Zero initiative. This project supports safety, equity and access goals identified in Portland's Comprehensive Plan, the Portland Bicycle Plan for 2030, and PBOT's recently adopted Vision Zero initiative.

III. Past public outreach

Multiple planning efforts have informed consistent investment in the active transportation network in Southwest, each with integrated public involvement.

These efforts include:

- 1998 Pedestrian Master Plan
- 2010 Portland Bicycle Plan for 2030
- 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 Bureau's' 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.

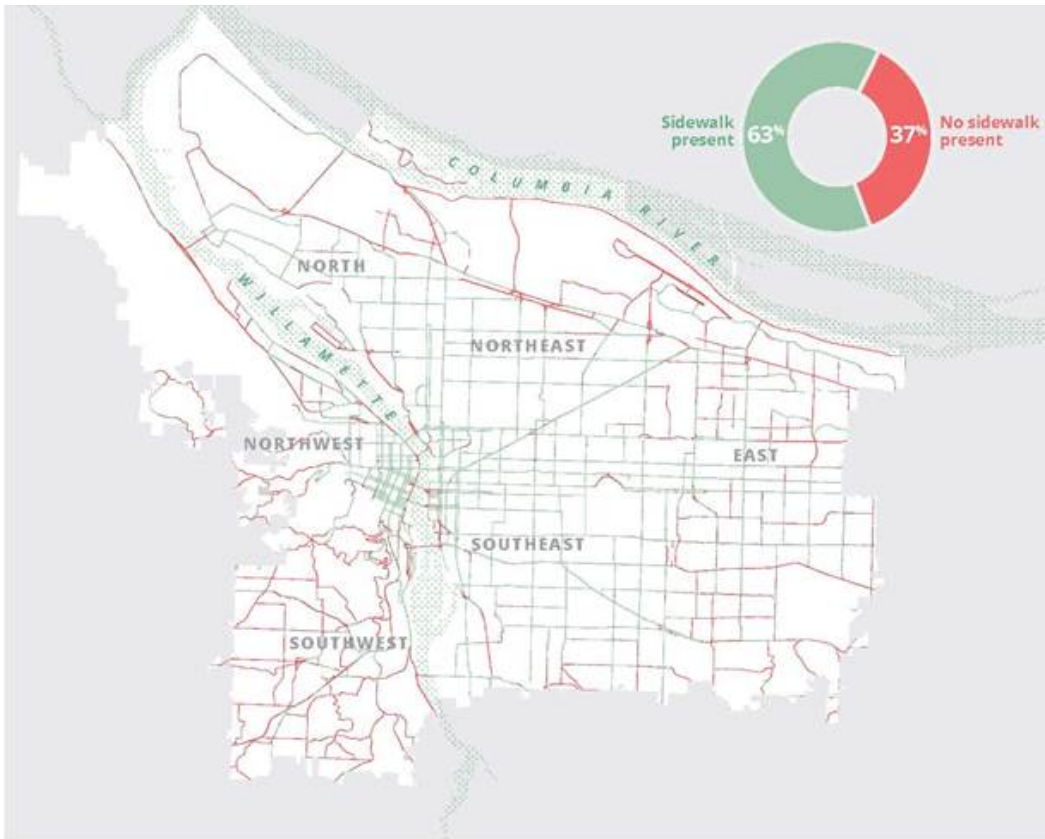
V. Southwest Profile

To meet the City's equity and inclusion policies, the Southwest In Motion Project will seek to recognize geographic patterns and trends in demographic concentrations and infrastructure distribution.

Geography

Southwest Portland is a low to medium density residential area, distinguished from the neighborhoods of Portland's eastside primarily by its hilly topography and resulting lack of a traditional grid street network. The topography has also constrained the design of streets, many of which have been developed without sidewalks or stormwater drainage.

Figure 1, below, 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.



**SIDEWALK PRESENCE ON ARTERIAL STREETS
2016**

— sidewalk present
— no sidewalk present

Figure 1: Sidewalk coverage on arterial and collector streets.

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 633,373. In Southwest, the population is 76,075, 12% of the citywide total.

Race

American Community Survey data show Southwest Portland has a higher White alone population than the citywide average. Citywide, 22% of Portland residents

report one or more races other than White alone. In Southwest Portland, 16% of residents report one or more races other than White alone. Table 1, below, compares racial demographic numbers and percentages citywide as compared to the Southwest plan area population.

Table 1: Racial makeup of the City of Portland and Southwest Portland

	Citywide population	Percent of total PDX population	SW plan area population	Percent of SW plan area population
White alone	448,758	72%	64,567	85%
Hispanic/Latino	61,396	10%	3,018	4%
Black	36,311	6%	1,779	2%
Asian/Pacific Islander	46,672	7%	3,416	4%
Other	25,525	4%	1,069	1%
Mixed race	31,169	5%	3,479	5%
TOTAL	633,373	100%	76,075	100%

American Community Survey, 2011-2015

Data show non-White populations in Southwest are concentrated in particular census tracts. Figure 2, on the following page, shows the percent of people of color by census tracts. In the West Portland Park neighborhood, around 28% of the population are people of color.

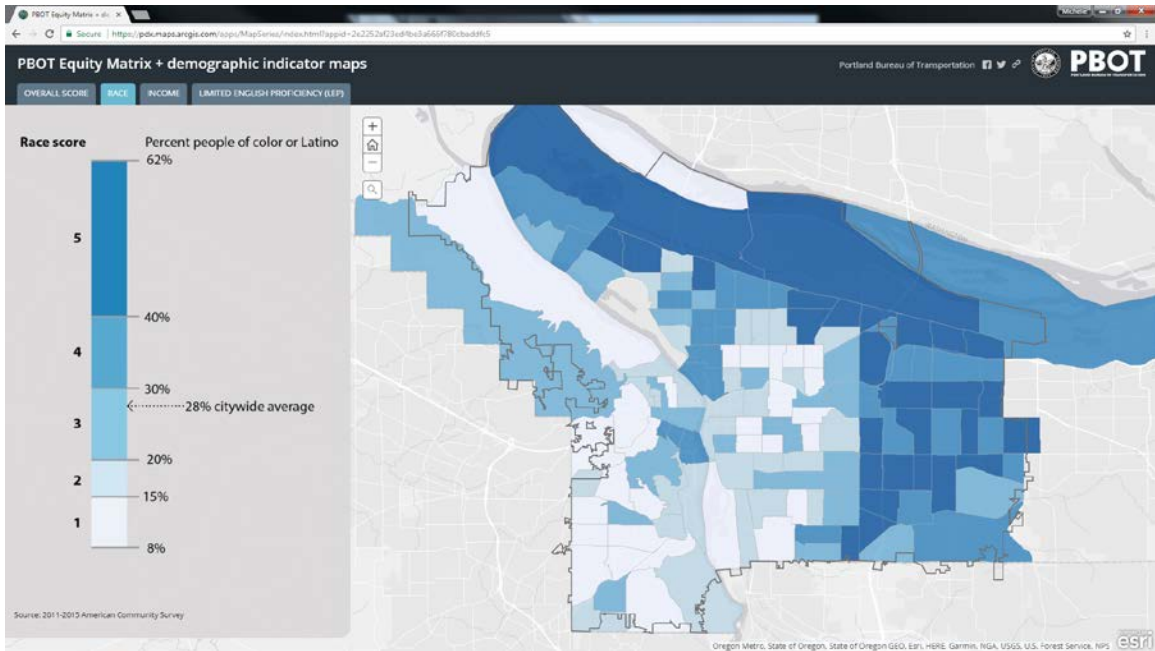


Figure 2: Percent of people of color by census tract

Income

Portland’s citywide median household income is \$55,000, in Southwest Portland, this figure is \$89,578.

Languages

There are over 120 languages spoken in the City of Portland, with the most variety of languages spoken in East Portland. In Southwest Portland, there are just three languages other than English that are spoken at home, according to the 2011-2015 American Community Survey.

Languages other than English known to be spoken at home in the SWIM Plan area	Estimated range of number of speakers
African languages including Somali	49-177
Chinese	19-233
Spanish	17-81

Figure 3, on the following page, illustrates where Portland residents with limited English proficiency (LEP) reside. Citywide, 4.1% of Portland residents report to have limited English proficiency. However, census tracts in Southwest Portland have much lower percentages of LEP households than the citywide average. On average, 1.3% of Southwest Portland residents have limited english proficiency. Not all southwest census tracts are below the citywide average. In one tract in the vicinity of the West Portland Town Center 3.1% of residents report limited english proficiency.

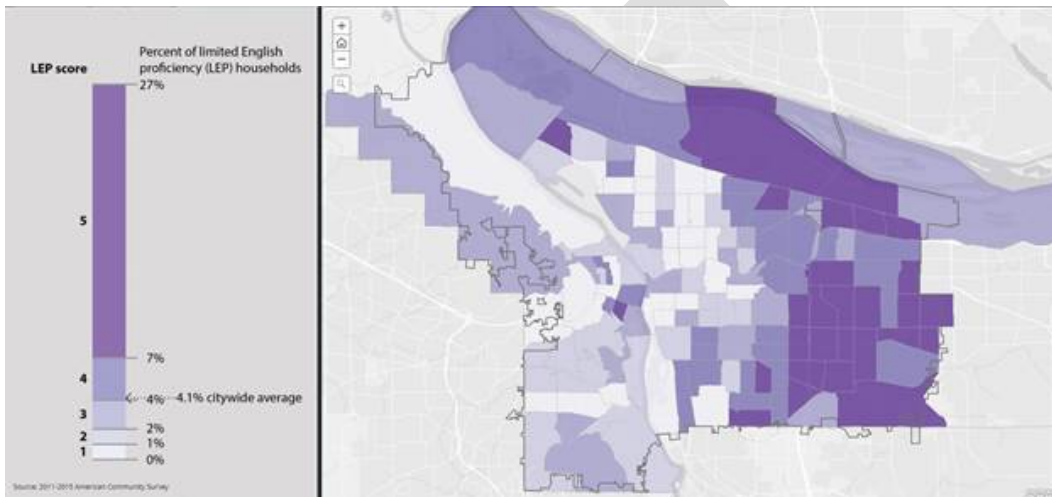


Figure 3: Limited English proficiency by census tract (2001-2015 American Community Survey)

VI. Public Involvement Principles

The City of Portland Public Involvement Principles adopted by the Portland City Council in August 2010 with further guide the SWIM process. 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>):

- **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:

PedPDX: PedPDX is Portland's citywide pedestrian plan. It will prioritize sidewalk and crossing improvements and other investments to make walking safer and more comfortable across the city.

New project needs identified as a part of PedPDX will be incorporated into the SWIM project candidate list and prioritization process. Lessons learned from PedPDX Public engagement efforts will inform the SWIM prioritization process for walking improvements.

PedPDX will prioritize their list of citywide projects from a citywide perspective. The SWIM prioritization process and results is focused on Southwest in particular, and outcomes may differ from the citywide list.

Safe Routes to School (SRTS) Strategy and Project Planning: This plan will designate preferred SRTS routes, identify recommended improvements and prioritize improvements across each school cluster. Outcomes for this effort are expected to directly overlap with SWIM interests. Our final project list should recognize and build upon the recommendations and projects identified for SRTS.

Central City in Motion: Central City in Motion is Portland's plan for strategic investments in our streets to create a smart, 21st century transportation system in the Central City. Our goal is to make the entire street system work better, providing more predictable travel times for businesses and residents. The Central City area both includes areas of Southwest Portland and Southwest Portland connects to the Central City. Public participation in both SWIM and Central City in Motion processes may take place simultaneously, offering opportunity for amplified attention and perspectives on active transportation needs serving the two.

VI. Advisory bodies to the plan

Stakeholder Working Group (SWG)

PBOT will solicit and form a Stakeholder Working Group (SWG) that will serve to advise staff for the duration of the SWIM planning process. SWG feedback will be considered for integration into the Plan. The SWG will be composed of representatives from the neighborhood and business associations within the project area, the Portland Bicycle and Pedestrian Advisory Committees, and other Southwest community civic organizations. The committee will be limited to twenty (20) members.

Pedestrian Advisory Committee (PAC)

The PAC is an existing and ongoing public advisory body to the Bureau. A PAC member and Southwest resident is present on the Stakeholder Working Group for Southwest In Motion.

Bicycle Advisory Committee (BAC)

The PAC is an existing and ongoing public advisory body to the Bureau. A BAC member and Southwest resident is present on the Stakeholder Working Group for Southwest In Motion.

VII. Public involvement process

To inform staff, consultants, and the SWG, 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.

Levels of Participation

The community involvement opportunities will be organized to allow people to engage across a spectrum of interest levels¹:

- **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 Southwest Neighborhoods, Inc. (SWNI), SWTrails, Bicycle Advisory Committee, Pedestrian Advisory Committee, Portland Planning & Sustainability Commission, and 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.
- **Collaborate:** The SWG will be involved in the ongoing Plan work, closely tracking the process and providing thoughtful and meaningful input into the products all along the way.

¹ 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.

Activities

The following activities are highlighted for *Southwest In Motion* 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	<ul style="list-style-type: none"> Web updates Public presentation Handouts PowerPoints Advertising Email Social media PBOT blog Tabling at local events Intercept outreach Posters Photography 	<ul style="list-style-type: none"> Online survey of priorities i-pad survey engagement Email MapApp Community meetings 	<ul style="list-style-type: none"> Community-lead walking tours Open house workshop Video storytelling Online open house/ storymap 	<ul style="list-style-type: none"> SWG meetings TAC meetings PAC/ BAC meetings

	Prize incentives			
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Process Schedule

Sept - Dec 2017 Existing Conditions and Plan Review 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
Recruit Stakeholder Working Group	Contact stakeholder groups and organizations Involve existing SWG members to establish connections
Convene SWG #1	SWG Meeting #1
Existing Conditions Plan Review	Website Fact Sheets SWG Meetings Community Group Presentations
Convene SWG #2	SWG Meeting #2

Jan - Feb 2018

Project Refinement and Candidate Project List

Goal: Explore and understand opportunities for project refinement.

Public involvement tasks: Survey of Alternate Street Design, Focus Group discussion (via SWG), Public workshop, MapApp

Plan Review	Website Fact Sheets SWG Meetings Community Group Presentations
Project Refinement Opportunities	Visual Preference Survey: Alternate Street Design MapApp Online Needs Mapping (related to candidate projects) Workshop
Candidate Project List	Online Needs Mapping (related to candidate projects)

March -April 2018

Prioritization

Goal: Identify prioritization factors, weighting, and measures; Apply this to the candidate project list.

Public involvement tasks: Prioritization Surveys, Workshop, Online Open House

<p>Prioritization</p>	<p>PSU Survey (Nov 2017) PedPDX Survey (Late 2017) Survey on priorities Workshops (priorities and projects)</p>
<p>Final Project List</p>	<p>Focus Group (via SWG) Community-lead walking/biking tour(s) Online open house/ storymap</p>
<p align="center">May- July 2018</p> <p align="center">Strategize and Final Plan</p> <p>Goal: Connect projects to funding and implementation pipelines</p> <p>Public involvement tasks: Website, Stakeholder working group, Adoption</p>	
<p>Strategize</p>	<p>Focus Group (via SWG) Website</p>
<p>Final Plan</p>	<p>Public Presentation Handouts Executive Summary Promotion of Plan</p>
<p>Council Adoption</p>	<p>Council Adoption</p>