

Portland Bureau of Transportation

# Northwest In Motion

DRAFT Public Involvement + Communications Plan

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Prepared for:



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# 1. Introduction

This Public Involvement (PI) Plan will guide stakeholder outreach and public involvement activities for the creation of an active transportation plan for Northwest Portland. This plan describes activities that the consultant and PBOT will implement in order to assure that interested and affected parties have adequate opportunities to provide meaningful input to the plan.

## Project Overview

Northwest in Motion (NWIM) is a short-term refinement, prioritization, and implementation strategy for planned active transportation investments in Northwest Portland. The final plan will identify a realistic 5-year active transportation plan that provides basic walking and biking connectivity, as well as access to transit improvements, where they are needed most. This project is similar to the SW in Motion and Central City in Motion projects, and fits into the wider pedestrian master planning process, PedPDX.

# 2. Neighborhood Research

In order to execute a successful public involvement plan, it is important to have a clear understanding of the various stakeholder and interest groups that make up the community. This section provides demographic and other information about the neighborhood.

## Area Overview

The project area includes the inner Northwest neighborhoods bounded by Hwy 30, I-405, Burnside, and the West Hills. Located on the west side of the Willamette River it is within a mile of downtown Portland. The area is home to some of the oldest and most densely populated portions of the city with a diverse mix of single family homes and apartments, commercial, residential, and industrial uses, as well as numerous regionally important religious and community organizations. The heart of the neighborhood is the Alphabet District, a local and national historic area centered around NW 23<sup>rd</sup> Avenue, a major shopping and dining destination for the region.<sup>1</sup>

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<sup>1</sup> Demographic information for this report used data from the 2016 American Community Survey 1 and 5-year estimates. Northwest Portland was defined as [Multnomah County Census Tracts](#) 47, 48, 49, and 50.

## Demographics

### Age

While NW Portland has a higher median age compared to the city as a whole, the neighborhood's population has fewer older and younger people. The neighborhood has significantly fewer children compared to Portland overall as well as slightly fewer senior citizens.

	NW	Portland Overall
Median age (years)	37.4	36.8
Children (under 18)	5.0%	18.4%
Senior Citizens (over 65)	10.9%	11.6%

### Race

Residents in NW Portland also tend to be less racially-diverse compared to the city overall. The notable exception is a relatively high percentage of Asian Indians.

	NW	Portland Overall
White	84.9%	77.7%
Black or African American	2.8%	5.7%
Asian	4.7%	7.6%
Asian Indian	1.3%	0.4%
Chinese	1.6%	2%
Filipino	0.4%	0.6%
Japanese	0.6%	0.5%
Korean	0.3%	0.4%
Vietnamese	0.1%	2.3%
Other Asian	0.5%	1.4%
Hispanic or Latino (of any race)	7.8%	9.7%
Mexican	3.2%	4%
Puerto Rican	0.6%	0.4%
Cuban	0.4%	0.4%
Other Hispanic or Latino	2.6%	1.8%
Native Hawaiian and Other Pacific Islander	0.0%	0.6%
Some other race	1.8%	3%
Two or more races	4.8%	5.2%

## Economic Status

While NW Portland's aggregated economic situation is similar to Portland's as a whole, it fluctuates substantially across the area.

The median household income for the area is \$60,757 compared to \$58,000 for the City of Portland, however, this ranges from a mean income of \$144,000 in the western part of the neighborhood, to a low of \$58,000 in the central part of the neighborhood.

Poverty rates mirror this income fluctuation. The overall poverty rate for the area is 16.4% compared to a city-wide average of 16.9%, however the central parts of the neighborhood have poverty rates of 20-25%.

It is also worth noting that the neighborhood has a substantially higher rate of renters compared to the city as a whole. While 46.9% of Portland's total housing units are occupied by renters, in the NW neighborhoods, the proportion is over three quarters at 75.5%.

## Disabilities

Overall, NW Portland is fairly representative of the city as a whole in terms of vision and hearing disabilities.

	<b>NW</b>	<b>Portland Overall</b>
Vision Disability	2.9%	2.4%
Hearing disability	2.3%	3.4%
Ambulatory disability	5.4%	6.4%

## Transportation

An area where NW Portland stands out is its transportation choices. NW Portland residents' commute patterns suggest that they are more likely to use active transportation methods to get around, particularly walking, which more than 1 out of 5 residents said was their main commute method. Additionally, nearly three times as many NW Portland residents do not have access to a vehicle when compared to the city as a whole.

	<b>NW</b>	<b>Portland Overall</b>
Commute by car, truck, or van	46.6%	66.70%
Commute by public transportation	15.6%	12.10%
Commute by walking	20.6%	6.00%

Commute by bicycle	8.2%	6.50%
Worked at home	13.2%	7.50%
No Access to a vehicle	19.3%	7.1%

Additionally, commute distances tend to be short for both residents and workers in the neighborhood. Just over 83% of workers that live in the neighborhood commute less than 10 miles to get to work. About 70% of workers that commute to the neighborhood for work live less than 10 miles away.

## Employment

Northwest Portland is a significant employment center for the Portland region. The neighborhood sees a major influx of people during the day with 12,500 people commuting into the neighborhood compared to just 6,000 that leave. Major employment sectors within the neighborhood include:

- Health Care and Social Services (27.1%) – Legacy Good Samaritan Medical Center
- Management of Companies and Enterprises (16%)
- Accommodation and Food Services (12.2%) – 23<sup>rd</sup> and 21<sup>st</sup> Avenue Commercial Streets
- Retail Services (9.7%) - 23<sup>rd</sup> and 21<sup>st</sup> Avenue Commercial Streets

## Non-Resident Considerations

Demographic information provides a valuable illustration of the area’s residents, but when planning for public involvement, it is critical to consider that NW Portland is also a major destination for both city residents and visitors to the region. As noted above, the area is a major employment center, with twice as many people commuting into the neighborhood each day compared to those commuting out. The area also sees a lot of visitors due to its near some of the city’s most important tourist attractions such as Forest Park, Washington Park, Providence Park, Powell’s Books, and others. Additionally, the area, particularly the historic Alphabet District has some of the highest concentration of bars, restaurants, shops, and entertainment venues in the city.

Capturing feedback from these non-resident stakeholders is also considered with NWIM outreach strategies.

# 3. Public Involvement Principles

## Public Involvement Goals

Throughout this project, we are committed to sharing information and gathering input regarding the needs and issues of the public, stakeholders, and affected parties related to this planning effort.

The public involvement goals are to:

- Identify and engage all potentially affected and/or interested individuals, communities, and organizations that live, work, and play in NW Portland.
- Educate public on the importance of active transportation and active transportation infrastructure to allow for informed decision making.
- Encourage creativity and visioning for increasing active transportation opportunities in NW Portland.
- Foster and sustain a collaborative and mutually respectful process while developing the NWIM Plan.
- Communicate complete, accurate, understandable, and timely information to the public and partners throughout the development of the NWIM plan.
- Demonstrate how input has influenced the process and is incorporated into the final NWIM Plan.
- Adhere to the City of Portland Public Involvement Principles.
- Comply with Title VI of the Civil Rights Act.

## Concurrent Efforts and Coordination

There are several existing PBOT initiatives that have similar objectives to this effort but are citywide or in a different neighborhood. It is important to be aware of these efforts to ensure that outreach and messaging are consistent. These projects include:

- Ped PDX
- Safe Routes to School/Fixing our Streets
- ADA Transition Plan
- Vision Zero Program
- Broadway Corridor Project
- Livable Streets Program
- Green Loop Vision
- SW in Motion
- Central City in Motion
- Enhanced Transit Corridor Plans
- Lloyd to Woodlawn Greenway

## Key Messages

The use of key messages throughout project communications is helpful in maintaining consistent messaging about the project goals, scope and desired outcomes. These messages are to be used both on written communications and as talking points for the project team staff.

### The Purpose of NW in Motion:

- This project aims to **complete the active transportation network** by addressing deficiencies for people biking and walking to, through, and around Northwest Portland.
- The project will **create more opportunities** for people to use active transportation to get around for daily needs. Reducing the need for personal vehicles is essential to maintaining Portland's high quality of life as the city's population continues to grow and Northwest Portland becomes increasingly dense.
- This project will support Portland's Vision Zero goal of eliminating traffic-related deaths by making walking and biking **safer and more comfortable** in Northwest Portland.

### The Goals of NW in Motion:

- This project will develop a **prioritized list of small-scale, active transportation projects** that can be implemented over the next 5 to 10 years (using parking meter revenue from within the neighborhood).
- This project will focus primarily on identifying the **type and location of biking and walking improvements** that are most important to the Northwest Portland residents, businesses, and visitors. Other improvements, such as parking and traffic investments, will take place through other city initiatives.
- This project will explore **opportunities to promote increased transit ridership** in Northwest Portland by identifying access to transit and transit reliability improvements to support TriMet's planned service improvements.

### The Process of NW in Motion:

- This project is committed to a **transparent and collaborative process** in which community members are invited to participate throughout the process.
- This project will aim to **educate** community members about the different types of active transportation and what they are designed to do, in order to help community members give informed opinions about what best meets their needs.
- This project will **build on current plans and projects** in order to create a coherent and effective network of active transportation infrastructure.

## 4. Public Involvement Process

### Advisory Bodies

This project will include a Technical Advisory Committee (TAC) and a Community Advisory Committee (CAC). The TAC and CAC will provide input on active transportation opportunities and prioritization of those opportunities. They will also review project deliverables and provide feedback. In addition to providing ongoing project input, the TAC will ensure consistency with 15 State and regional policy and plans as well as City policy priorities in an advisory role. The project will seek City Council endorsement for the final plan at the end of the project.



## Technical Advisory Committee (TAC)

PBOT will manage the formation and oversight of the TAC. Membership to include members from the following agencies and partnering groups:

- TBD

## Community Advisory Committee (CAC)

The CAC will be comprised key stakeholders representing various interests from the northwest Portland community. PBOT will actively reach out to potential stakeholders to invite them to the group with explicit considerations of equity and diversity. Each stakeholder should designate an alternative in case they are unable to attend meetings.

There will be six (6) CAC meetings for this project, which will be open to the public and include a public comment period.

CAC members are tasked with participating in each of the following meetings, facilitated by JLA:

- TBD

## Communication Strategies and Schedule

The project will take place in four phases, with communication and outreach activities tailored to the objectives of each phase. See **Appendix A** for a detailed list and schedule of outreach activities for each phase.

### Phase 1: Kick-Off and Existing Conditions (Feb – May 2018)

**Goals:** Introduce the project to the public; gather feedback about existing active transportation needs.

PI Activities	Purpose	Level of Public Involvement
Project website	Provides all project information in one location.	Inform
Overview Video	Introduce the project, featuring neighbors and community members. Video to be promoted using social media, website, and more.	Inform
Social Media Campaign	Build overall awareness and promote project activities and findings.	Inform
Factsheet	Introduce project,	Inform

timeline, and the best ways to get involved.

## Phase 2: Existing Conditions Analysis and Prioritization Criteria (May – August 2018)

**Goals:** Develop list of tangible project ideas; refine list to top priorities.

PI Activities	Purpose	Level of Public Involvement
Community Needs Survey (with comment map)	Introduce project and gather feedback from community members on their active transportation needs	Consult
CAC meetings #1 and #2	<p><i>Meeting 1:</i> Introduce project, charter committee, discuss committee project goals</p> <p><i>Meeting 2:</i> Present existing conditions, review goals and objectives</p>	Involve
Public Open House #1	Introduce project and gather feedback from community members on their active transportation needs	Consult
Tabling Events	Gather feedback issues and opportunities at existing community events.	Consult
Project website	Provides all project information in one location.	Inform
Social Media Campaign	Build overall awareness and promote project activities and findings.	Inform
Factsheet	Introduce project, timeline, and the best ways to get involved.	Inform

### Phase 3: Needs Inventory (August - November 2018)

**Goals:** Solidify list of projects, develop implementation order for projects.

PI Activities	Purpose	Level of Public Involvement
CAC meetings #3 and #4	<i>Meeting 3:</i> TBD  <i>Meeting 4:</i> TBD	Involve
Walking Tours	Discuss issue areas and opportunities with community members on the ground in the project area.	Consult
Public Open House #1	Introduce project, present existing conditions and gather feedback from community members on their active transportation needs	Consult
Online Open House #1	Introduce project, present existing conditions and gather feedback from community members on their active transportation needs	Consult
Tabling Events	Gather feedback issues and opportunities at existing community events.	Consult
Project website	Provides all project information in one location.	Inform
Social Media Campaign	Build overall awareness and promote project activities and findings.	Inform
Factsheet	Introduce project, timeline, and the best ways to get involved.	Inform

### Phase 4: Implementation (Beginning Spring 2019)

**Goals:** Promote new projects and inform about construction impacts; connect construction projects to overall plan; solicit continuous feedback about projects.

PI Activities	Purpose	Level of Public
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		Involvement
Proposed Projects Scavenger Hunt	Build awareness to project considerations in the project area through signage and an online site.	Consult
CAC meetings #5 and #6	Meeting 5: TBD  Meeting 6: TBD	Involve
Online Open House #2	Present and gather feedback on project considerations	Consult
Implementation Plan Video	Highlight list project activities, proposed list of projects and review next steps; ask for feedback via survey or through website	Inform
Project website	Provides all project information in one location.	Inform
Social Media Campaign	Build overall awareness and promote project activities and findings.	Inform

## 5. Measures of Success

### Specific:

- Number of participants attending meetings or events.
- Number of responses received to a survey.
- Number of website views during a specific time period.
- Number of responses and retweets on Twitter.
- Number of likes or responses on Facebook.
- Number of people who have signed up for the project mailing list.
- Number of project comments received (phone, email, comment cards, online).
- Whether the comments are relevant to the project (indicates project understanding).
- How project decisions have been modified as a result of public input.

## Broad

- Increase positive public perception of PBOT
- Strengthen partnerships between PBOT and community groups
- Identify “shovel ready” project list for investment
- Provide valuable input to TriMet