

Outreach and Engagement Summary

Introduction and Engagement Goals

Central City in Motion included a robust outreach and engagement program that significantly shaped the plan's development. PBOT began with the following engagement goals:

- Keep stakeholders informed and listen to stakeholder perspectives
- Reflect to stakeholders and the public how previous input influenced project outcomes
- Meaningfully engage people all Portlanders who have an interest in the Central City including members of minority groups, people with limited English proficiency, people with disabilities and people with low incomes as well as people that may be unfamiliar with transportation planning processes
- Provide space for highly engaged stakeholders to provide detailed input

Engagement Milestones and Summary

The team carried out engagement activities beginning in earnest in June of 2016 and running through October 2018. Outreach was organized around four major milestones:

- **Project initiation:** This milestone focused on issue identification and stakeholder identification. The project team sought to understand the most substantial issues in the Central City and the universe of stakeholders to help inform the team. PBOT hosted a charrette for Central Eastside stakeholders that brought diverse perspectives from the rapidly changing industrial area and discussed topics such as the Green Loop and freight corridors. An early input survey received over 2,000 responses and helped the team understand Portlanders' transportation concerns in the Central City. PBOT also conducted individual interviews to go in-depth on specific issues specific stakeholders face in accessing and traveling in the Central City and development of a communications and engagement plan.
- **Define high priority needs:** This milestone focused on identifying transit, bike and pedestrian project ideas and needs. PBOT hosted an interactive online open house that reached over 3,800 people. Through the online open house, participants were able to review transit, bike and pedestrian project ideas and suggest new project ideas. PBOT held focus groups with Central City Concern residents and conducted a survey of hospitality workers to learn more about how they travel around the Central City and how CCIM could benefit them. The project team also hosted a workshop with Central Eastside stakeholders to discuss project locations and possible ways to integrate freight into CCIM projects.

- **Validate project ideas:** This milestone focused on gathering input to narrow and refine project ideas. PBOT hosted an online open house with more than 1,600 participants. Through the online open house, participants were able to review 147 potential projects and rate each project according to priority as well as indicate how effective each project would be at moving people around the Central City. PBOT also hosted workshops with Central Eastside and Downtown stakeholders where residents, business and property owners reviewed conceptual designs for CCIM projects and ask questions and provide input.
- **Prioritize multimodal investments:** This milestone focused on prioritizing CCIM projects. PBOT hosted an interactive online open house visited by more than 3,200 people and two in-person open houses with 200 attendees. The online open house was an opportunity for participants to learn about projects and select projects to implement under a budget cap of \$30M. The team hosted two in-person open houses which included similar information to the online open house and also collected input about project prioritization. PBOT also hosted a focus group with Central City concern residents.

PBOT used postcards mailed to over 20,000 residents along proposed project corridors, as well as media advisories, social media postings, paid social media ads, email newsletters and cascading notice from stakeholder groups to promote engagement opportunities. Partnerships with the Central Eastside Industrial Council, Travel Portland, Central City Concern and the Portland Commission on Disability helped the project to gain insights from unique stakeholder groups who helped shaped the project's outcomes.

Engagement Activities

PBOT conducted a range of in person and online outreach activities that are described in detail in the sections that follow.

Meetings and Presentations

The team met with neighborhood and business associations, advisory groups and individual stakeholders throughout the process. The following table lists meetings conducted between June 2016 and October 2018.

Meeting	Date
Land Use and Transportation Committee, Downtown Neighborhood Association	June 20, 2016
Pedestrian Advisory Committee	June 21, 2016
Central City and Transportation Committee Joint meeting, Portland Business Alliance	June 21, 2016
Association of Pedestrian and Bicycle Professionals, Oregon Chapter	June 22, 2016
Portland Freight Advisory Committee	July 7, 2016 September 21, 2018
Central City Emerging Bike Ride, Portland By Cycle	August 2, 2016
Oregon Walkways on the Green Loop, Connect the Park Blocks	August 20, 2016
Portland City Council	August 31, 2016
Portland Independent Chamber of Commerce	September 7, 2016
Bicycle Advisory Committee	September 13, 2016
Pearl District Neighborhood Association	October 4, 2016
Downtown Retail Council	October 5, 2016
Transportation and Parking Advisory Committee, Central Eastside Industrial Council	October 26, 2016
Community Action Committee, Travel Oregon	November 2, 2016
Accessibility in the Built Environment Subcommittee, Portland Commission on Disability	December 9, 2016
Goose Hollow Foothills League	February 16, 2017
Pearl District Neighborhood Association	February 21, 2017
Central City and Transportation Committee Joint Meeting, Portland Business Alliance	March 14, 2017
Central Eastside Design Charrette, Design Week Portland	April 24, 2017
Land Use Committee, Central Eastside Industrial Council	May 2, 2017
Joint presentation with the Green Loop, Freight Advisory Committee	May 4, 2017
Joint presentation with Green Loop at Central City and Transportation Committee Joint Meeting, Portland Business Alliance	May 16, 2017
BikeLoud PDX	May 21, 2018
Portland City Council	May 31, 2017
Joint presentation with TriMet at Oregon Active Transportation Summit	March 15, 2018
Transportation and Parking Advisory Committee, Central Eastside Industrial Council	April 26, 2018
Transportation and Parking Advisory Committee, Central Eastside Industrial Council	May 23, 2018
Land Use and Transportation Committee, Northeast Coalition of Neighborhoods	May 23, 2018
Hosford-Abernethy Neighborhood Association & Central Eastside Industrial District Planning Session	June 12, 2018

Central City and Transportation Joint Committee Meeting, Portland Business Alliance	June 19, 2018
Stadium Business District	June 21, 2018
Central City in Motion PedalPalooza Ride	June 28, 2018
GoLloyd Board Meeting	July 12, 2018
Portland Commission on Disability	July 13, 2018
AIA/ASLA/APA Urban Design Committee	July 17, 2018
Portland By Cycle Lunch and Learn Presentation	July 19, 2018
Portland Sunday Parkways on the Green Loop	July 22, 2018
Multnomah County Bicycle and Pedestrian Citizen Advisory Committee	August 8, 2018
Portland Bicycle Advisory Committee	August 14, 2018
Lloyd Stakeholder Meeting	August 22, 2018
Portland Freight Advisory Committee	September 6, 2018
Portland Business Alliance	September 26, 2018
Central Eastside Industrial Council, Transportation and Parking Advisory Committee	February 28, 2018
	March 31, 2018
	April 25, 2018
	June 27, 2018
	July 25, 2018
	August 22, 2018
	October 3, 2018
	October 24, 2018

Targeted Outreach

Recognizing that some Portlanders are less likely to be heard in public processes, the project team conducted focus groups for Central City Concern residents and a survey of downtown hospitality workers in partnership with Travel Oregon.

Activity	Date	Summary
Central City Concern resident focus group (round 1)	March 12, 2018	Gathered input from residents about transportation needs
Online survey of hospitality workers (English and Spanish)	May 31- June 17, 2018	Received 163 responses; survey asked about travel behavior and barriers to traveling to and around the Central City
Central City Concern resident focus group (round 2)	September 24, 2018	Gathered input on project implementation priorities

Workshops and Charrettes

PBOT hosted one charrette and two workshops for Central Eastside stakeholders and one workshop for downtown stakeholders.

Meeting	Date	Summary
CEID Charrette	April 24, 2017	Discussion of active transportation in the CEID, the Green Loop and preserving the industrial character of the district
CEID workshop #1	March 21, 2018	Discussion of low-stress bikeway network, integration of CCIM and Green Loop projects and ideas about how to enhance freight access. PBOT presented concept of the low-stress bike route on NE/SE 7 th Avenue to connect to the Sullivan's Span and the focus of the Green Loop on NE/SE 6 th Avenue.
Downtown Workshop	May 31, 2018	Presentation of conceptual designs for 18 project ideas and identification of opportunities and concerns for implementing projects.
CEID workshop #2	July 26, 2018	Presentation of conceptual designs for 18 project ideas and identification of opportunities and concerns for implementing projects in the CEID.

Open Houses and Online Open Houses

The project team hosted three online open houses and two in-person open houses.

Meeting	Date(s)	Participants	Summary
Online Open House #1	March 18- April 8, 2018	3,835 participants and 840 survey responses	Presentation of draft transit, pedestrian and bike needs and identification of project ideas on comment maps
Online open house #2	June 1-June 18, 2018	1,682 participants and 4,732 comments	Presentation of 174 project ideas and comment on the priority and effectiveness of each project
Online open house #3	September 4-September 19, 2018	3,229 participants and 436 comments	Presentation of 18 project bundles and input on which projects should be implemented first; participants were able to build their own implementation scenario within a \$30M budget cap
Open House at Portland State University	September 13, 2018	70+ attendees	Presentation of 18 project bundles and input on which projects should be implemented first
Open House at OMSI	September 18, 2018	130+ attendees	

Technical Advisory Committee

The Technical Advisory Committee (TAC) met six times during the process. The TAC was charged with bringing technical staff from the City of Portland and partner agencies together to provide identify issues and opportunities during the CCIM process. Meeting summaries are attached.

Meeting	Date	Topic
TAC #1	October 3, 2017	Project introduction
TAC #2	December 14, 2017	Existing conditions, design primer, network planning principles
TAC #3	March 13, 2018	Narrowing process and transit corridors
TAC #4	June 21, 2018	Proposed project bundles
TAC #5	July 31, 2018	System benefits and impacts and project conceptual designs
TAC #6	September 4, 2018	Implementation plan

TAC members included:

- Don Russ, Portland Fire & Rescue
- Megan Neill, Multnomah County
- Emily Miletich, Multnomah County
- Joanna Valencia, Multnomah County
- Mark Raggett, Bureau of Planning and Sustainability
- Lora Lillard, Bureau of Planning and Sustainability
- Malisa McCreedy, Portland Bureau of Transportation
- Peter Koonce, Portland Bureau of Transportation
- Lewis Wardrip, Portland Bureau of Transportation
- Kurt Krueger, Portland Bureau of Transportation
- Rich Eisenhauer, Portland Bureau of Transportation
- Dana Dickman, Portland Bureau of Transportation
- Roger Gellar, Portland Bureau of Transportation
- Michelle Marx, Portland Bureau of Transportation
- Robert Hillier, Portland Bureau of Transportation
- David Galat, Portland Bureau of Transportation
- Jeff Owen, TriMet
- Grant O'Connell, TriMet
- Lidwien Rahman, ODOT
- Justin Bernt, ODOT
- Anthony Butzek, Metro
- Cherri Warnke, Portland Water Bureau
- Tim Kurtz, Bureau of Environmental Service
- Tate White, Portland Parks and Recreation
- Dan Layden, Portland Bureau of Transportation

- Jimi Joe, Portland Bureau of Transportation
- Jamie Jeffery, Portland Bureau of Transportation
- Amy Nagy, Prosper Portland
- Mauricio LeClerc, Portland Bureau of Transportation
- Dan Bower, Portland Streetcar

Sounding Board

The Sounding Board met five times during the process. The Sounding Board worked to understand issues and tradeoffs and provide a diversity of input to advise the project team throughout the CCIM process. Meeting summaries are attached.

Meeting	Date	Topic
Sounding Board #1	November 15, 2017	Chartering, project introduction
Sounding Board #2	January 18, 2018	Transit, bike and pedestrian needs and low-stress bikeway network
Sounding Board #3	April 19, 2018	Project narrowing and conceptual design examples
Sounding Board #4	June 28, 2018	18 multimodal project bundles
Sounding Board #5	September 27, 2018	Final projects and implementation plan

Sounding Board members included:

- Jillian Detweiler, The Street Trust
- Felicia Williams and Rani Boyle, Portland Downtown Neighborhood Association
- Ian Stude and Clint Culpepper, Portland State University
- Tara Mather, Oregon Health and Science University
- Cassidy Bolger, Lloyd Community Association
- Will Naito, Naito Development and Old Town Community Association
- Sean Huber and Gary Cobb, Central City Concern
- Carol Gossett and Ken Wilson, Oregon Museum of Science and Industry
- Tamara Kennedy-Hill, Travel Portland
- Christian Kaylor, Oregon Employment Department
- Deidre Hall, Portland Commission on Disability
- Craig Stroud, Oregon Convention Center
- Brendan Finn and Shaina Hobbs, Commission Saltzman's Office
- Peter Andrews, Portland Business Alliance and Building Owners and Managers Association of Oregon
- Julie Bennett, Central Eastside Industrial Council
- Tom Quick, AWS Elemental

Attachments

- Sounding Board summaries
- TAC summaries
- CEID workshop summaries (charrette, workshop #1, workshop #2)
- Downtown workshop summary
- Online open house summaries (3)
- Special survey summary
- CCC focus group summaries (3)