

Interstate Bridge Replacement Program *Community Engagement*

August 6, 2020



Oregon
Department
of Transportation



Washington State
Department of Transportation

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Presentation Structure

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Overview of community engagement

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Review of past efforts and what we've heard

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Looking forward and outline of draft approach to develop new community engagement plan

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Draft approach to develop new:

- Vision and Values
- Purpose and Need

Key Guidance and Feedback Sought

Initial guidance on community engagement:

- What expectations do you have for community engagement on this program?
- What unique considerations are there for community engagement on this program?

Feedback on draft approach outlined to develop a new:

- Community Engagement Plan
- Vision and Values
- Purpose and Need



Overview of Community Engagement

What is Community Engagement?

A comprehensive community engagement program will be critical to identify a solution that reflects community values and can earn broad regional support

Community engagement is public involvement that brings citizens into the planning process with an emphasis on two-way dialogue

- Prioritizes access and participation of diverse communities in decision making
- Identifies important goals and issues
- Informs decision making and helps ensure there are no unintended biases
- Improves credibility and trust in the process

What is a Community Engagement Plan?

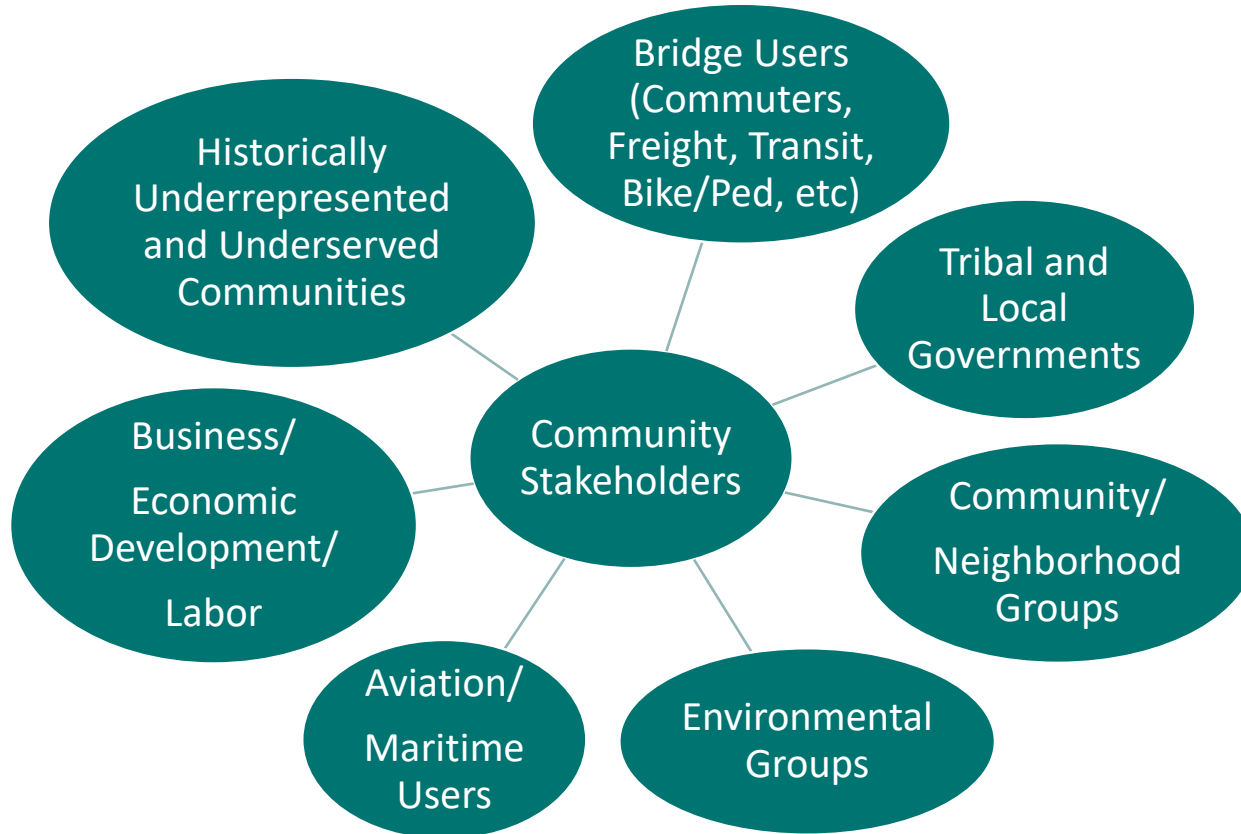
Creates a framework that ensures all voices are heard and defines the methods that will be used

- Focuses on how you will communicate and ensures people have a voice in the decision-making process
- Emphasizes the fair and meaningful involvement of all people including minority and low-income populations
- Is dynamic and will be evaluated and assessed throughout the life of the program to make adjustments as needed

What does a Community Engagement Plan Include?

- Identifies community stakeholders to focus engagement efforts
- Defines goals and objectives for stakeholder engagement
- Identifies methods and approach to conduct outreach
- Provides approaches tailored to communities and stakeholders
- Develops evaluation criteria to measure success and make adjustments if necessary

Examples of Community Stakeholders



Examples of Community Engagement Tactics

- Interactive website
- Online engagement tools (ie: virtual open houses)
- Virtual and/or live stream meetings
- Community surveys and polling
- Videos
- Mailers/e-newsletters
- Traditional media (press releases, editorial boards, authored content)
- Social media
- Community presentations
- Information booths/displays
- Partnering with existing groups
- Open houses/workshops
- Roundtables/focus groups
- Advisory/working groups
- Canvassing



Review of Past Work and What We've Heard

Review of Previous Community Engagement

Examples of previous goals and objectives:

Provide opportunities for meaningful public engagement

- Ongoing project updates through presentations, attendance at community events, open houses, print and electronic communications, and the media
- Reach people where they are on their terms and schedules

Targeted outreach to limited-English, low-income and minority populations

- Partner with organizations that represent their interests
- Hold outreach events at locations in their communities

Review of Previous Community Engagement

From Feb. 2005 – June 2011, previous community engagement efforts included:

> 27,000
face-to-face
contacts



> 900
public events

> 12,000
public comments

Review of Previous Community Engagement

Regional advisory groups:

- CRC Task Force
- Project Sponsors Council

Topical working groups:

- Community and Environmental Justice Group
- Freight Working Group
- Marine Drive Stakeholder Group
- Portland Working Group



- Pedestrian and Bicycle Advisory Committee
- Urban Design Advisory Group
- Vancouver Transit Advisory Committee
- Vancouver Working Group

What We've Heard: Initial Committee Guidance

- Extensive and meaningful community engagement is critical
- Dynamic two-way communication is needed (don't just inform)
- Communities beyond those immediately adjacent to the bridge corridor need to have their voices heard
- Diverse range of interests and perspectives on both sides of the river need to be included, including statewide users
- Find a balance to keep work moving forward without sacrificing effective community engagement
- Adapt to current situation - find ways to engage virtually as well as reach people without flexible schedules or access to technology

What We've Heard: Opportunities for Improvement

- Strengthen ongoing engagement with legislators
- Focus on quality of interactions for authentic community engagement
- Strengthen efforts to develop community-based ownership of the project
- Expand opportunities for discussions on values, not just technical elements
- Utilize innovative outreach tools, not just “traditional” approaches
- Proactively address controversial topics
- Support meaningful two-way conversations with the public
- Be responsive to the public and report back how their comments were considered or incorporated



Looking Forward and Outline of Draft Approach

Initial Draft Principles of Engagement

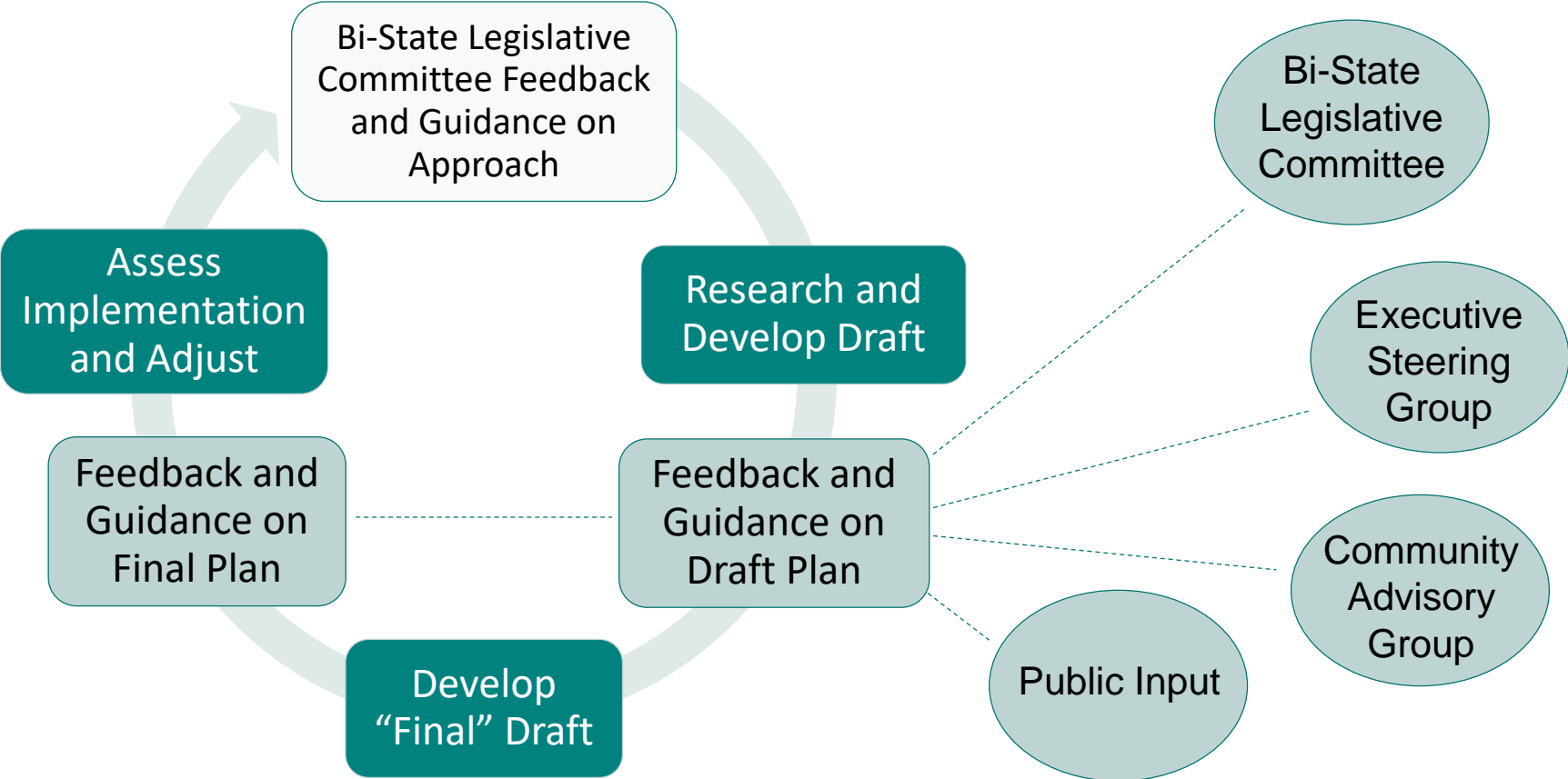
Community engagement efforts will seek to provide extensive, inclusive and ongoing opportunities for meaningful two-way communication that prioritizes:



Initial Draft Goals for Community Engagement

- Provide avenues to meaningfully shape program development and inform decisions
- Seek feedback about community values, priorities, needs, concerns, and interests from a diverse range of stakeholders
- Proactively seek to include currently and historically underrepresented and underserved populations
- Embrace innovative ways to achieve meaningful two-way communication
- Remove or minimize barriers to engagement
- Demonstrate accountability – be transparent and communicate how public comments are considered and how decisions are made

Approach to Developing Draft Community Engagement Plan



Bi-State Legislative Committee Engagement Points

**August
2020**

Provide initial guidance and feedback on approach to develop Draft Community Engagement Plan

October
2020

- Provide guidance/direction on Draft Community Engagement Plan

December
2020

- Endorse “Final” Community Engagement Plan

Ongoing

- Assess Effectiveness of Outreach and Adjust as Needed

Next Steps to Develop Draft Engagement Plan

- Develop draft goals and objectives for outreach
- Identify best practices and innovative techniques for effective engagement
- Identify interactive website and online engagement tools for virtual engagement
- Identify ways to reach those without access to technology
- Identify historically underrepresented and underserved communities and special considerations such as translation services
- Develop strategies to effectively engage with historically underrepresented and underserved communities
- Build stakeholder and targeted outreach lists



DISCUSSION:

- What expectations do you have for community engagement on this program?
- What unique considerations are there for community engagement on this program?
 - Feedback on approach



Approach to Develop Vision and Values

Bi-State Legislative Committee Engagement Points

**August
2020**

Provide feedback on approach to develop new Vision and Values Statement

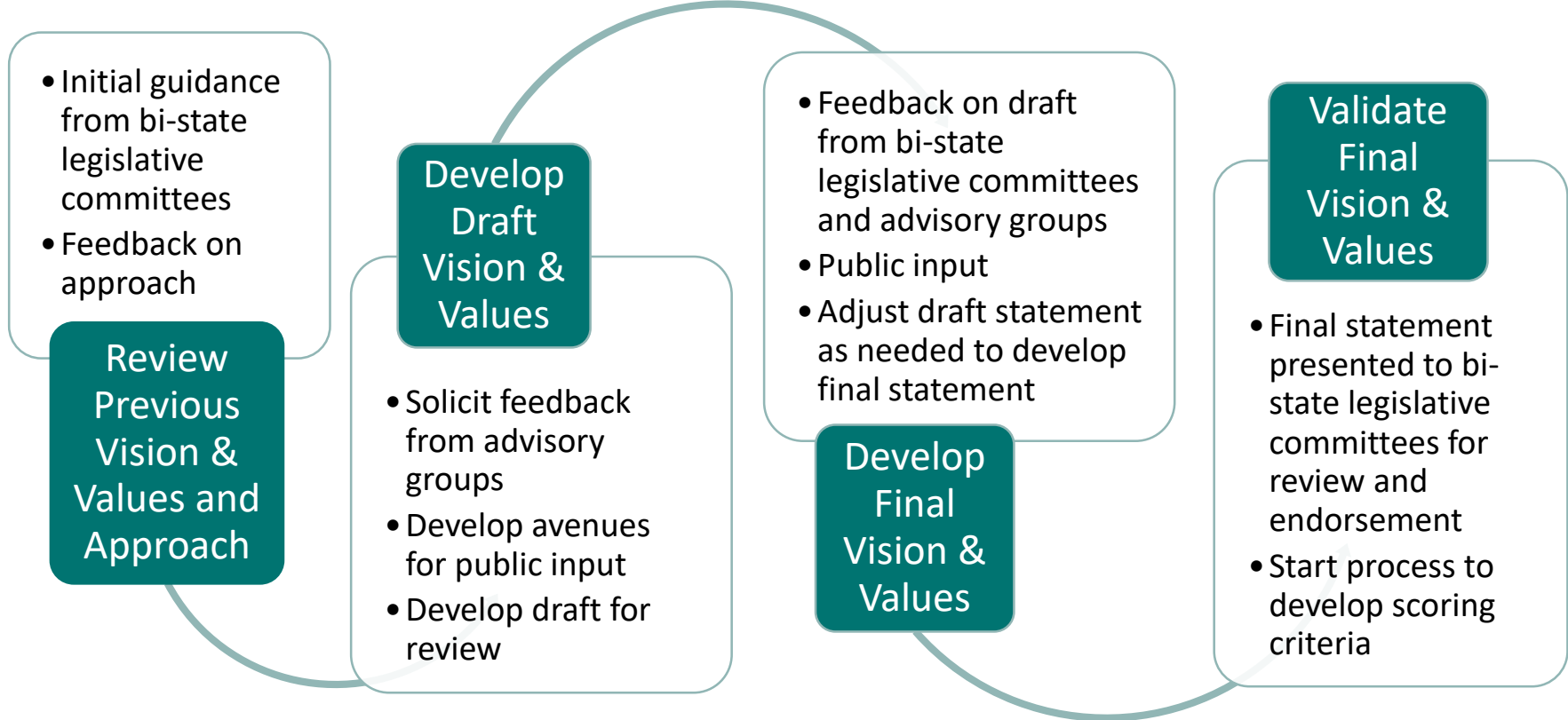
**October
2020**

- Provide guidance/direction on draft Vision and Values Statement

**December
2020**

- Endorse Final Vision and Values Statement

Approach to Develop Vision & Values





DISCUSSION:

Feedback on approach to develop
Vision & Values



Approach to Develop Purpose and Need

Bi-State Legislative Committee Engagement Points

**August
2020**

Provide feedback on approach to develop new Purpose and Need Statement

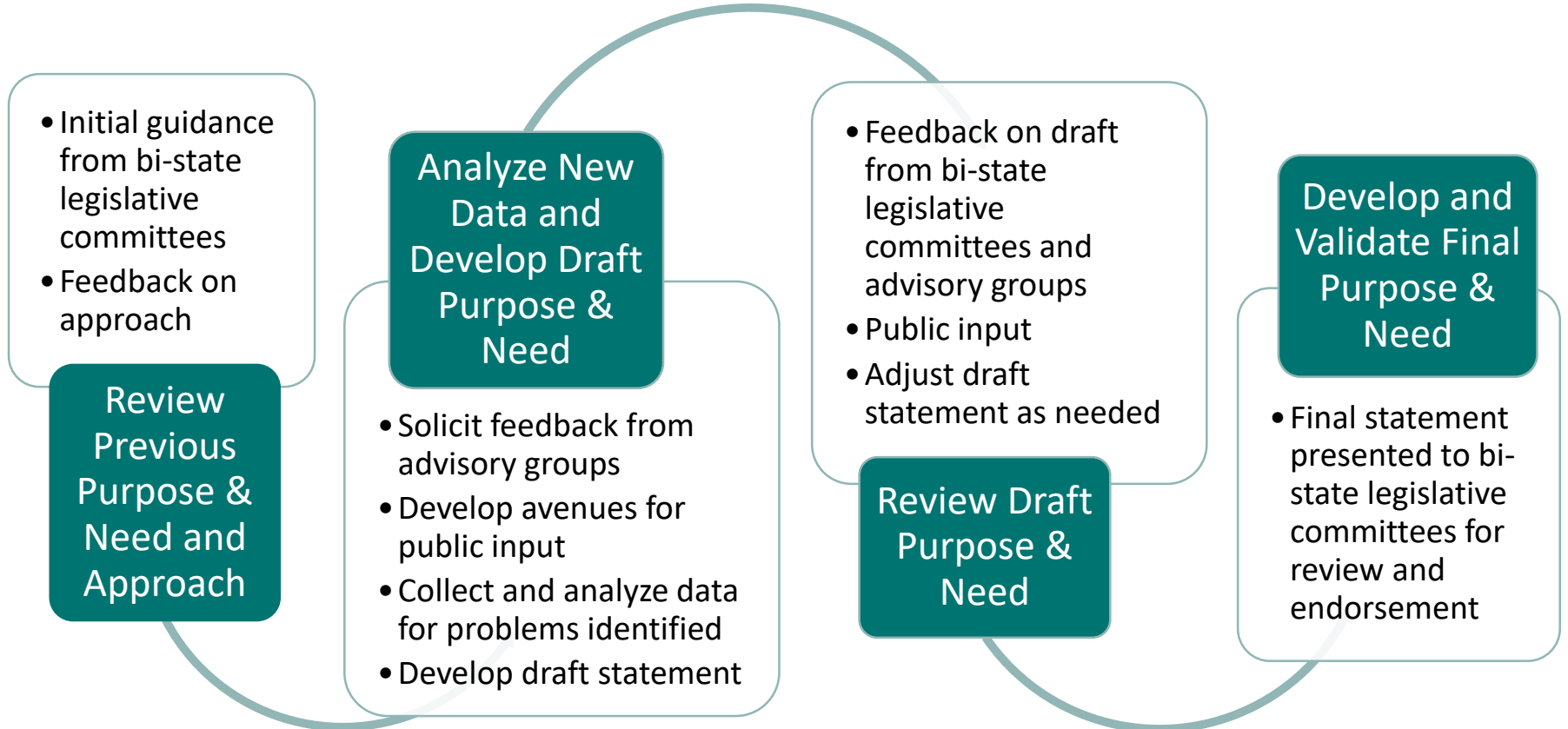
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Approach to Develop Purpose & Need





DISCUSSION:

Feedback on approach to develop
Purpose & Need



Questions?