EARTHQUAKE READY BURNSIDE BRIDGE

Multnomah County is creating an earthquake-ready downtown river crossing.

BETTER – SAFER – CONNECTED March 1, 2021

Community Task Force – Agenda Meeting #24

Project:	Earthquake Ready Burnside Bridge
Subject:	Community Task Force Meeting #24
Date:	March 1, 2021
Time:	*Early Arrivals: 5:30 p.m. – 6:00 p.m.* Meeting Timing: 6:00 p.m. to 8:00 p.m.
Location:	WebEx Virtual Meeting

TASK FORCE MEMBERS

Amy Rathfelder, Portland Business Alliance
Art Graves, Multnomah County Bike and Pedestrian Citizen Advisory Committee
Dennis Corwin, Portland Spirit
Ed Wortman, Community Member
Frederick Cooper, Laurelhurst Neighborhood Emergency Team and Laurelhurst Neighborhood Association
Gabe Rahe, Burnside Skate Park
Howie Bierbaum, Portland Saturday Market
Jackie Tate, Community Member
Jane Gordon, University of Oregon
Jennifer Stein, Central City Concern
Marie Dodds, AAA of Oregon
Neil Jensen, Gresham Area Chamber of Commerce
Paul Leitman, Oregon Walks
Peter Englander, Old Town Community Association
Peter Finley Fry, Central Eastside Industrial Council
Sharon Wood Wortman, Community Member
Stella Funk Butler, Coalition of Gresham Neighborhood Associations
Susan Lindsay, Buckman Community Association
Tesia Eisenberg, Mercy Corps
William Burgel, Portland Freight Advisory Committee

PROJECT TEAM MEMBERS

Megan Neill, Multnomah County
Mike Pullen, Multnomah County
Heather Catron, HDR
Cassie Davis, HDR
Steve Drahota, HDR
Liz Stoppelmann, HDR
Jeff Heilman, Parametrix
Allison Brown, JLA
Sarah Omlor, EnviroIssues

Meeting Purpose:

- Provide a project update on recent activities and technical information
- Review community input on range of bridge types and evaluation criteria topics
- Review and finalize evaluation criteria

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BETTER – SAFER – CONNECTED

March 1, 2021

Agenda:

Time	Session	Lead
5:30 p.m.	*Early Arrivals* • *WebEx meeting platform will be available for folks that want to join early and test computer functions before meeting start*	*Project Team*
6:00 p.m.	Welcome, Introductions and Housekeeping • Meeting Protocols • Round Table Introductions	Allison Brown
6:05 p.m.	Public Comment • Acknowledge Any Public Comments Received	Allison Brown

6:15 p.m.	Project Update
	• Draft Environmental Impact Statement Publication
	• Working Groups
	• Technical Updates
	  ○ Bike/Pedestrian/ADA Connections
	  ○ Long and Short Movable Span Comparison
		Heather Catron
		Steve Drahota

6:45 p.m.	Review Community Input on Range of Bridge Types and Evaluation Criteria	Cassie Davis Allison Brown
7:20 p.m.	Finalize Evaluation Criteria	Steve Drahota Allison Brown
7:45 p.m.	Next Steps	Allison Brown
7:50 p.m.	Open Discussion	Allison Brown
8:00 p.m.	Adjourn	All

The purpose of the CTF is to serve as an advisory body to Multnomah County by:

- *Considering the potential environmental impacts of the alternatives*
- *Providing informed insights and opinions on the impacts being evaluated*
- *Discussing technical recommendations, suggesting measures to avoid, minimize or mitigate potential impacts*
- *Representing the interests, needs and opinions of community, business organizations and groups*
- *Considering input and information from other community members, stakeholders and interested parties.*

CTF members approached by interest groups other than their own constituencies are encouraged to share these conversations at CTF meetings. For information contact Mike Pullen, County Communications Office at mike.j.pullen@multco.us

Burnside Bridge Feedback Survey

February 24, 2021

Burnside Bridge Feedback Survey

1. For the west approach span, if you had to choose, which bridge type features would you prefer? (choose one from each category)
Overall Look and Feel

1667 Responses- 39 Empty

Best Response

Above deck structure that matches on both the east and west approaches

76%	1667
Percentage	Responses

Data	Response	%
Above deck structure that matches on both the east and west appr...	1263	76%
An uneven or unbalanced look that has above deck structure on th...	354	21%
Keep the current bridge	3	0%
I'm fine with the unbalanced look but I don't like the girder plan be...	1	0%
I enjoy either 2a or 2b designs. I have no preference	1	0%
Don’t think this is very important	1	0%
Decision making should be heavily weighted by speed of fabricatio...	1	0%
I disagree with the entire premise of this project so I do not have a ...	1	0%
Prefer a balanced structure but do see why east and west might ne...	1	0%
I don't want to see a new bridge built at all, until we have all had a c...	1	0%
I prefer a balanced look, but oppose options which obscure the vie...	1	0%
Would choose based on best seismic stability and if both equal, the...	1	0%
both have their pro's and con's	1	0%

Burnside Bridge Feedback Survey

On and Under Bridge Experience

1675 Responses- 31 Empty

Best Response

Structure above the bridge deck with a higher ceiling height under the bridge (Tied Arch, C...

75%	1675
Percentage	Responses

Data	Response	%
Structure above the bridge deck with a higher ceiling height under the ...	1257	75%
Unobstructed views on the bridge with reduced vertical clearance und...	381	23%
Keep the current bridge	3	0%
I'd love to preserve the unobstructed views of the city on the western ...	1	0%
Again, I'd prefer the unobstructed views but the girder idea would nee...	1	0%
I enjoy either 2a or 2b designs. I have no preference	1	0%
I don't understand how reduced the vertical clearance would be comp...	1	0%
Again, really not important	1	0%
I am a cyclist and use waterfront park a lot for movement through dow...	1	0%
Decision making should be heavily weighted by speed of fabrication/co...	1	0%
Currently there are people living under and around the Burnside bridge...	1	0%
I don't like the look of cable bridges at all because they remind of the ...	1	0%
Will the Saturday market still be able to use the underneath space? Or ...	1	0%
Would choose based on best seismic stability and if both equal, then ch...	1	0%

Burnside Bridge Feedback Survey

Cost and Construction

1676 Responses- 30 Empty

Best Response

Look, feel and experience are more important to me than cost

64%
Percentage

1676
Responses

Data	Response	%
Look, feel and experience are more important to me than cost	1068	64%
I'm willing to forego a certain look, feel and experience of the bridge if ...	547	33%
Keep the current bridge	3	0%
I would be willing to pay more to get the right design but it needs to st...	1	0%
I think it matters for tourism to consider rather than just residents.	1	0%
Typically, I would vote for low cost / expedient, it it's also the Burnside ...	1	0%
I think the cost over time is more important than the initial cost. Which ...	1	0%
I'd take uneven bridge over no bascule	1	0%
A balance has to be made (leaning toward look, feel, experience) and t...	1	0%
This is the crux of the issue for me. The city and county are facing far ...	1	0%
Dislike the wording, too many adjoined options. Cost is least important ...	1	0%
I am not willing to accept any cost because the project is not needed.	1	0%
I really value the under bridge safety and experience. For that part the ...	1	0%
whatever price needs to be fixed ... no cost over runs	1	0%

Burnside Bridge Feedback Survey

2. For the MOVABLE SPAN, if you had to choose, what would you prefer?

1677 Responses- 29 Empty

Best Response

Unobstructed views on the bridge with larger in-water piers (Bascule)

71%
Percentage

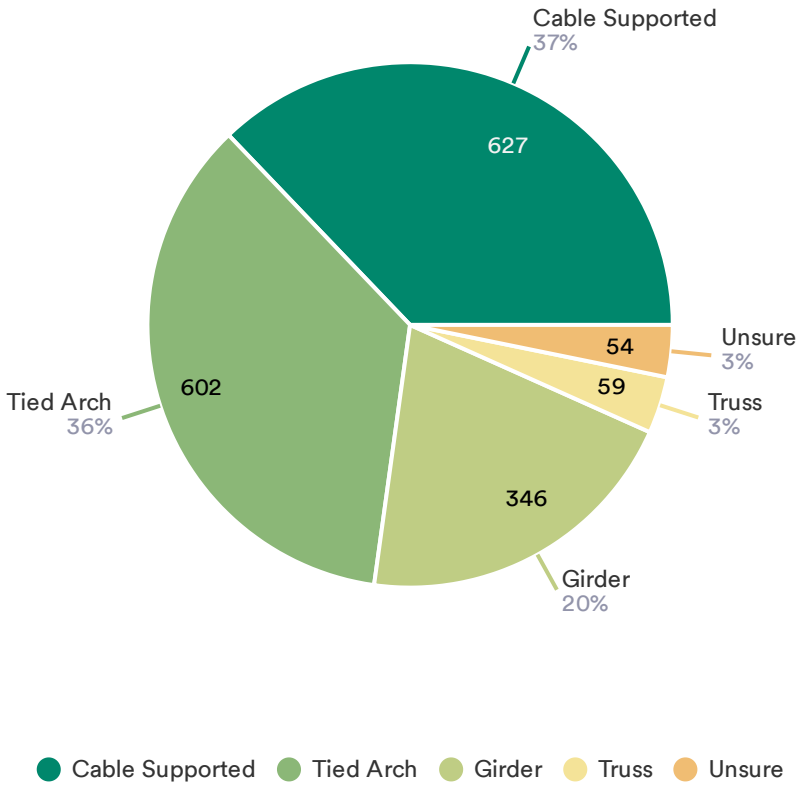
1677
Responses

Data	Response	%
Unobstructed views on the bridge with larger in-water piers (Bascule)	1199	71%
Vertical towers above the bridge deck with smaller in-water piers (Lift)	421	25%
Keep the current bridge	3	0%
I think I like the Lift concept, but I want to understand if there are trad...	1	0%
Whichever minimizes lift time	1	0%
Whichever one will last longer and be easier to maintain.	1	0%
Prefer the unobstructed clean look of the Bascule but am concerned a...	1	0%
Decision making should be heavily weighted by speed of fabrication/co...	1	0%
Affordable	1	0%
This feels like an irrelevant and vanity-driven question. Please take time...	1	0%
Don't get the unobstructed views part. If you make the bridge beautiful...	1	0%
I would prefer to keep the current bridge and scrap the plan for a new ...	1	0%
The combination of girder and large piers doesn’t seem good to me.	1	0%
Would choose based on best seismic stability and if both equal, then ch...	1	0%

Burnside Bridge Feedback Survey

On the west side:

1688 Responses- 18 Empty



Burnside Bridge Feedback Survey

Please explain why you made that selection

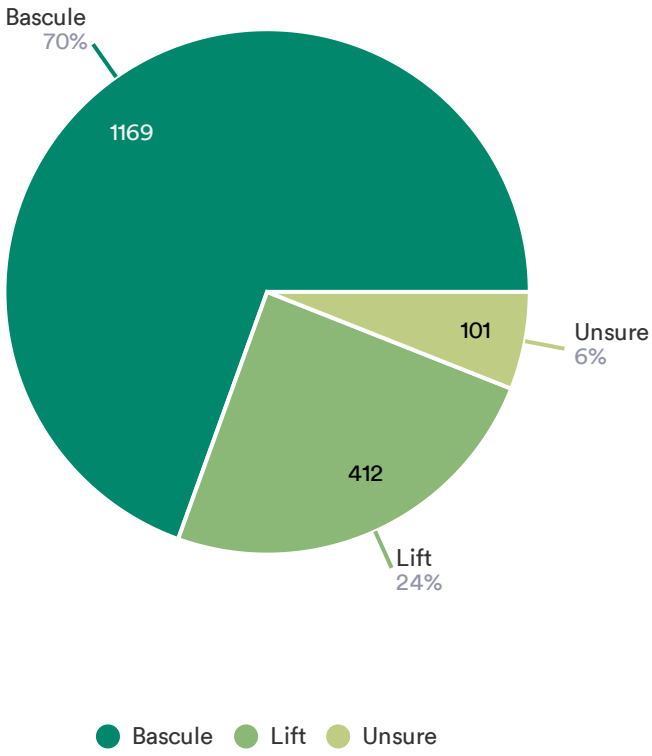
1215 Responses- 491 Empty

Data	Responses
Look	5
Aesthetics	3
I like a more open view	2
It keeps the bridge from having extra layers which maybe dangerous in an earthquake.	2
Unique look	2
I like the modern look	2
I like the openness and variety.	2
The stag sign MUST be viewable from the East side	2
Looks cool	2
Like the look	2
Looks modern and asthetically pleasing to the eye	2
Limits impact on park	2
It looks nice	2

Burnside Bridge Feedback Survey

In the middle:

1682 Responses- 24 Empty



Burnside Bridge Feedback Survey

Please explain why you made that selection

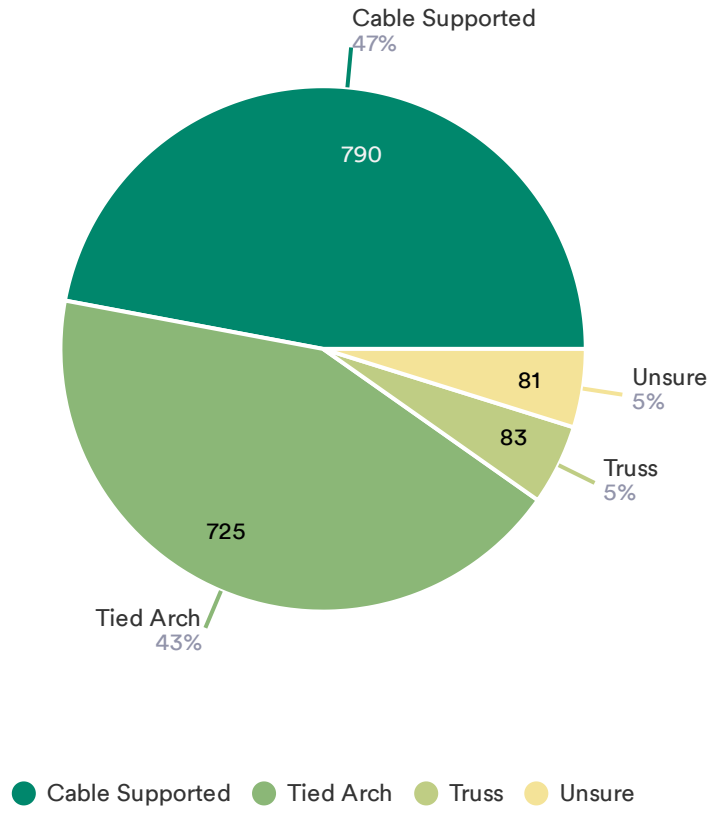
1190 Responses- 516 Empty

Data	Responses
It looks cool	3
Aesthetics	3
Cleaner look	3
Keep the current bridge	3
Cost	3
Unobstructed views	3
I think the lift actually helps the aesthetics of the bridge given that my choice is asymmetrical. And it is cheaper.	2
I like the look better.	2
Wait for it to open/close doesn't take as long as lift	2
Views.	2
Less obstruction, more visibility	2
Cost, looks, historic relation	2
unobstructed views	2
lower cost	2

Burnside Bridge Feedback Survey

On the east side:

1679 Responses- 27 Empty



Burnside Bridge Feedback Survey

Please explain why you made that selection

1151 Responses- 555 Empty

Data	Responses
Symmetry	7
See above	6
Same as above	5
Symmetry	5
Appearance	4
Same	3
To match the west side	3
symmetry	3
Keep the current bridge	3
Look	3
Same as above.	3
Aesthetics	3
See above.	3
Same as west side	3

Burnside Bridge Feedback Survey

4. Is there anything else you would like to share about the range of bridge types?

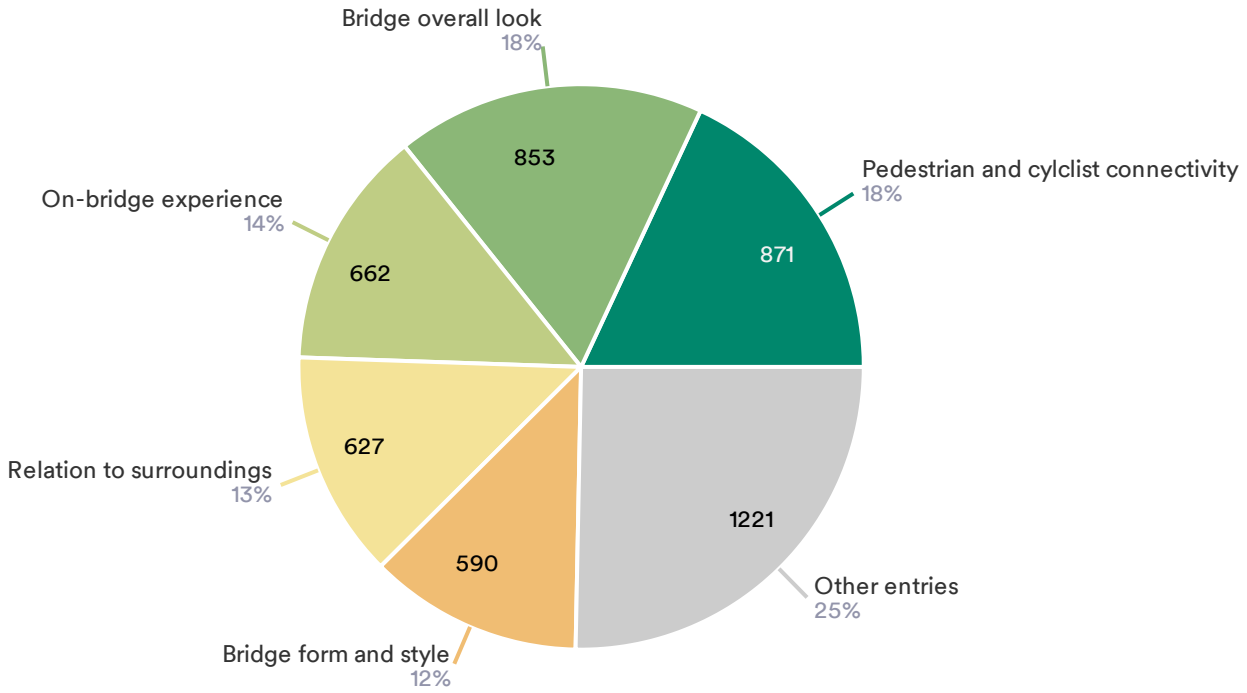
634 Responses- 1072 Empty

Data	Responses
No	11
no	7
N/A	7
No.	3
Keep the current bridge	3
I think you are going to hear an overwhelming support for symmetry, but I think it's a silly think to hope for, especially since both sides of the bridge have different needs both below and above deck. Humans just crave symmetry because it feels balanced, but the actual environmental context should be basing the decision not just a feeling of balance.	2
Thanks for sharing. Exciting plan!	2
If there is ANY possible way to keep it with no overhead obstruction that would be ideal. The old artistic pillars on the sides of the bridge towards the middle must stay to preserve history.	2
Consider cost but maintain Portland's history in bridge design. This must be a significant architectural plus for the city. We don't need another Fremont Bridge design! Make this value added in safety, transportation and architectural enhancements	2
Nope.	2
I would prefer a more dramatic bridge. Perhaps like the gateway millennium bridge in London, or one of Santiago Calatrava's bridge designs.	2
The Portland waterfront is amazing because of the ranges and feels of the bridges, I think for that reason more truss bridges should be stayed away from.	2

Burnside Bridge Feedback Survey

5. Of the topics for evaluating the options, which are most important to you? (Select your top three.)

4824 Responses- 23 Empty



Burnside Bridge Feedback Survey

6. Do the topics for evaluating the bridge type options make sense?

1661 Responses- 50 Empty

Best Response

Yes

96%
Percentage

1661
Responses

Data	Response	%
Yes	1599	96%
Keep the current bridge	3	0%
Not sure I know how “relation to surroundings” is different from the “to...	2	0%
Do not understand what flexible design means. I still stand by my choic...	1	0%
No mention of long-term maintenance difficulties/costs. Very little disc...	1	0%
Topics make sense, but are missing some i thought would be there, and...	1	0%
I don't see any consideration being given to maintemnance costs and e...	1	0%
On bridge experience is not encumbered by trusses	1	0%
Decision making should be heavily weighted by speed of fabrication/co...	1	0%
The phrasing of certain topics are not clear regarding what that phrase ...	1	0%
Affordability drove some earlier decision making.	1	0%
what you have here is a vanity project. advertising on Facebook and en...	1	0%
We should care more about cost and less about asthetics/pedestrian an...	1	0%
Why not a tunnel?	1	0%

Burnside Bridge Feedback Survey

7. What other topics should we consider when studying the tradeoffs among the options?

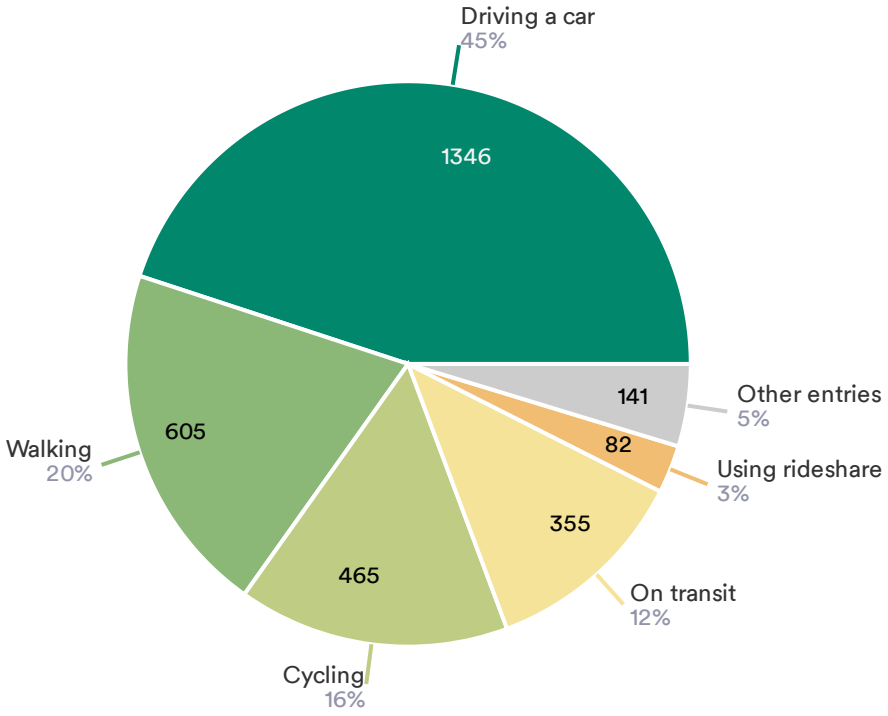
624 Responses- 1082 Empty

Data	Responses
N/A	5
Environmental impact	4
None	3
Keep the current bridge	3
Environmental impacts	3
Great job!	2
If the point of the bridge is earthquake safety, I don't think that the look is as important as the choices that make it the safest and most cost effective. Let the other bridges be visual pleasing.	2
I think you have covered it.	2
Burnside skate park, and stag sign visibility.	2
None.	2
The amount of space you leave for homeless to gather. Minimize the space under the bridges for a cleaner overall city. There needs to be less areas for the homeless to be able to live at, they need better places than the city.	2
I don't know anything about bridges. But I thinks looks are important	2
If we are truly to be known as "Bridge city", we should serve as a laboratory/model for bridges around the world.	2
Please consider color. Why can't we have a bridge that brings some color to the city? Please don't go with another neutral color. Portland	

Burnside Bridge Feedback Survey

8. When I cross the Burnside Bridge, I am usually:

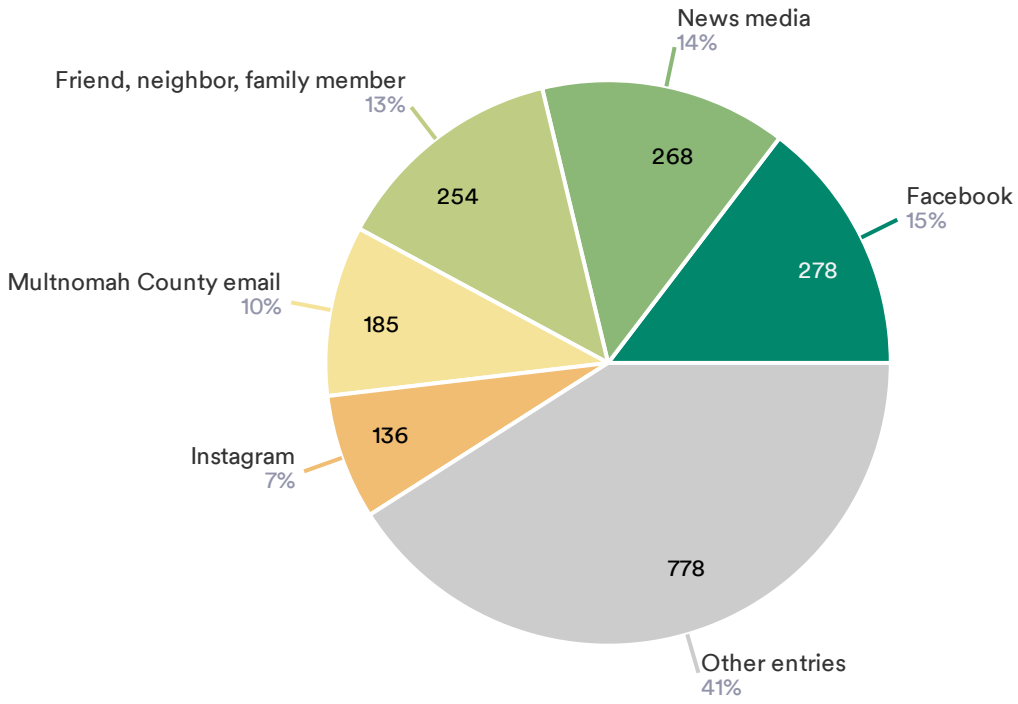
2994 Responses- 21 Empty



Burnside Bridge Feedback Survey

9. How did you hear about this project?

1899 Responses- 50 Empty



Burnside Bridge Feedback Survey

10. If you heard from a particular Community Engagement Liaison, please write in their name.

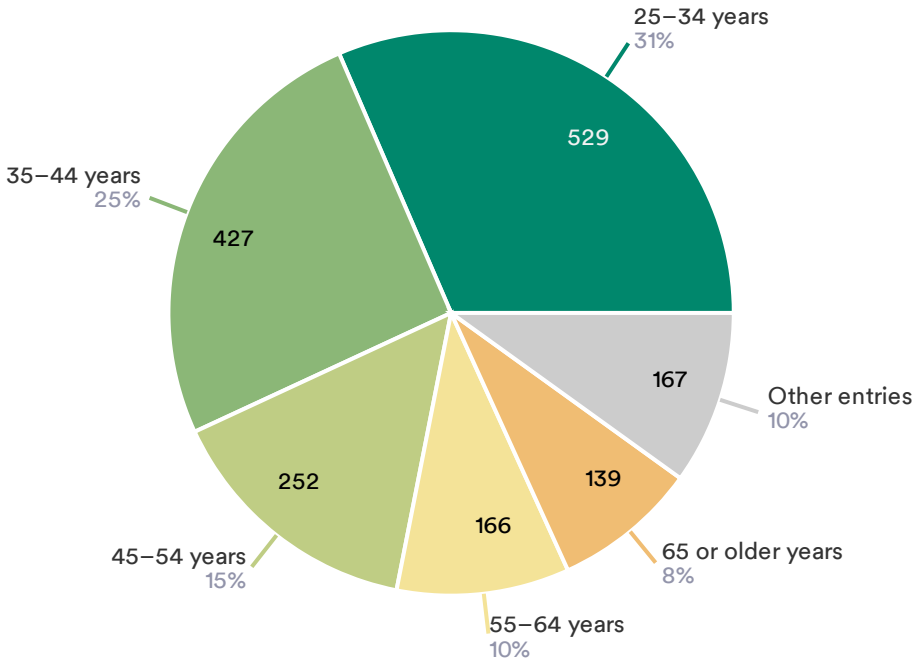
128 Responses- 1578 Empty

Data	Responses
Thi Luong	16
Hanna	12
Alvey Seeyouma	9
Duane Lane	8
Yvonne Li	5
Cassie Davis	4
N/A	4
Hanna	4
Romeo Sosa	3
Ngoc Diep	2
Michael Pullen.	2
Sulamita Church	2
Restore Oregon	2

Burnside Bridge Feedback Survey

11. What is your age?

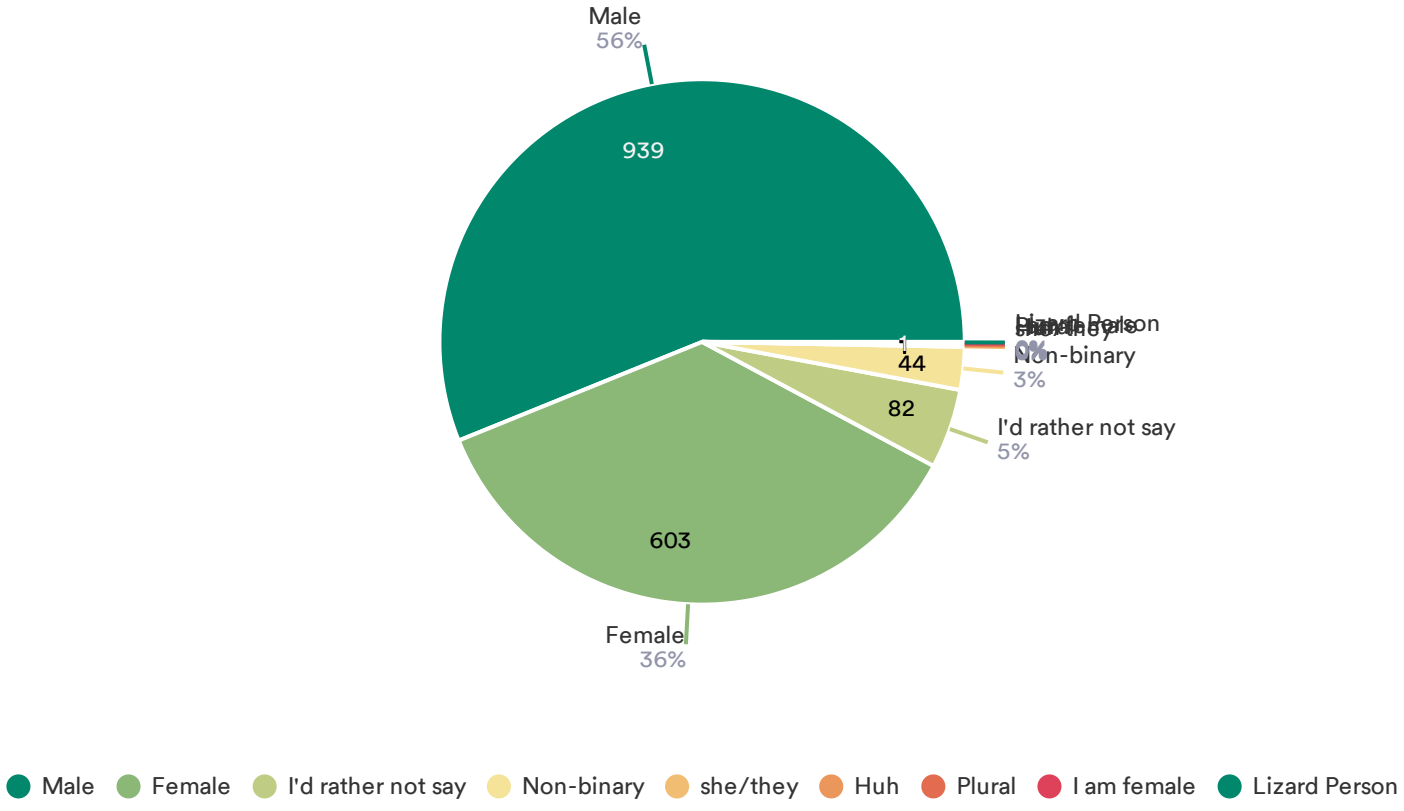
1680 Responses- 26 Empty



Burnside Bridge Feedback Survey

12. What gender do you identify with?

1673 Responses- 33 Empty



Burnside Bridge Feedback Survey

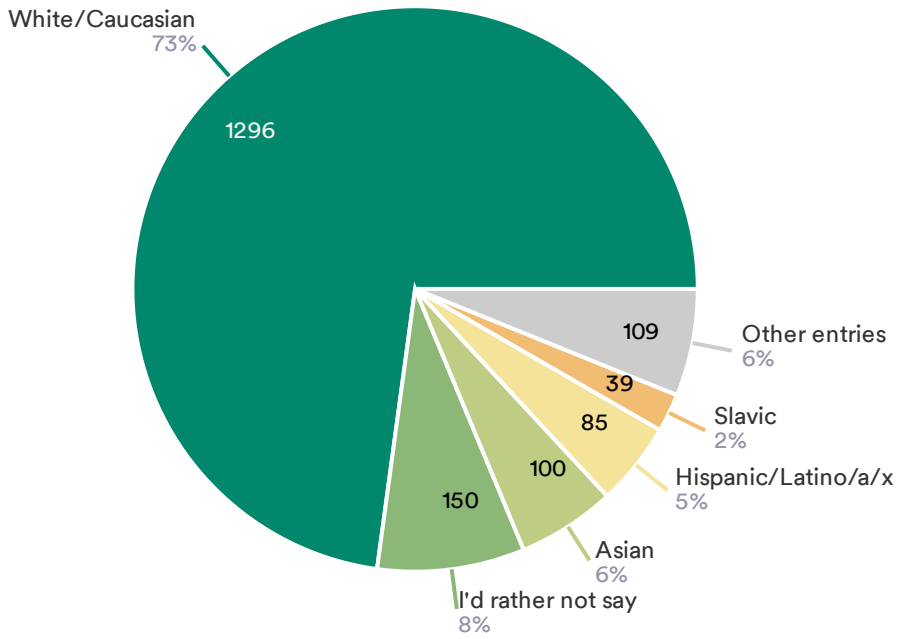
13. What is your ZIP code?

1577 Responses- 129 Empty

Data	Responses
97214	122
97202	119
97206	92
97217	83
97209	81
97213	77
97232	68
97212	57
97215	50
97203	49
97211	48
97201	47
97210	46

14. What race/ethnicity best describes you? (check all that apply)

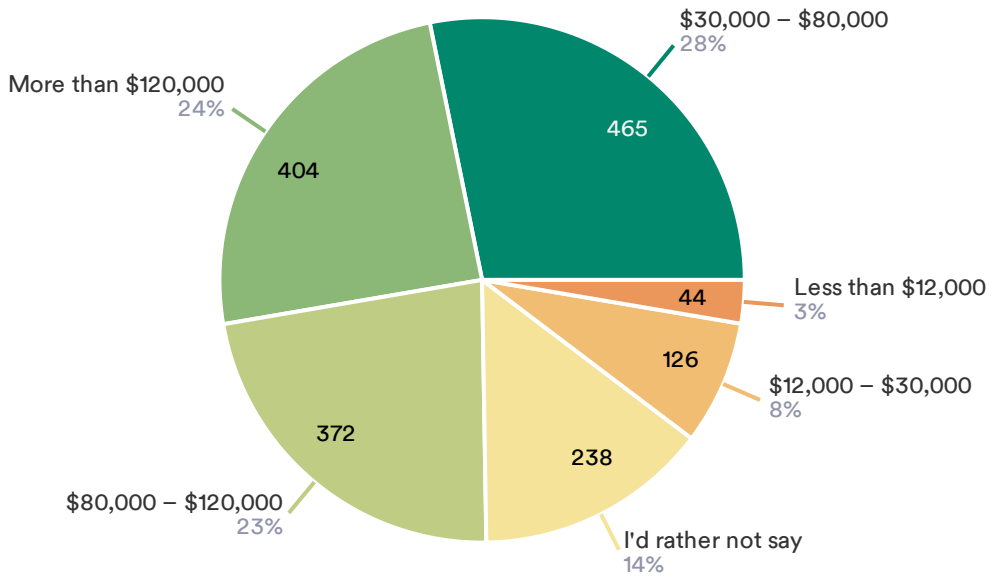
1779 Responses- 51 Empty



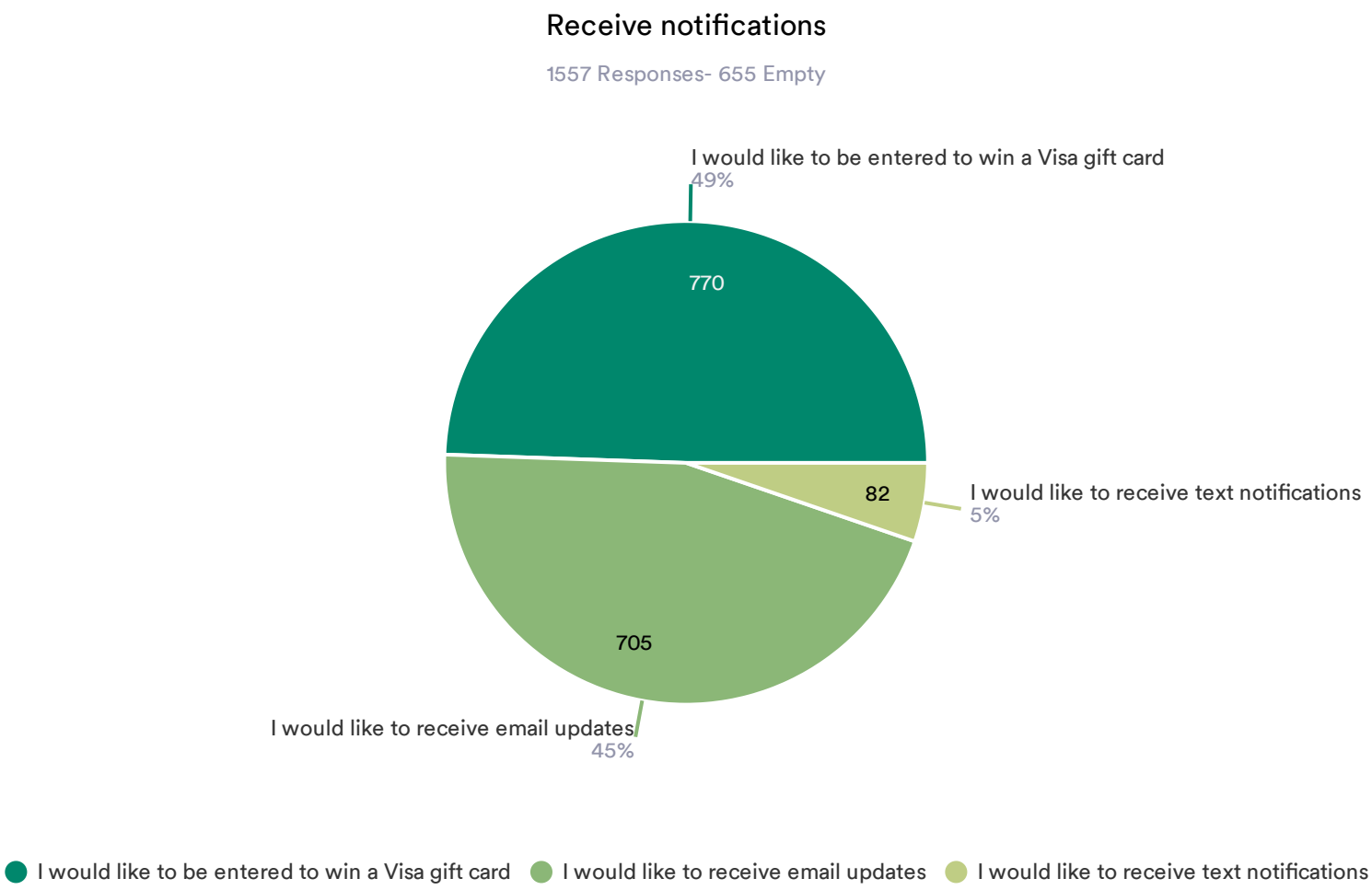
Burnside Bridge Feedback Survey

15. What is your annual household income?

1649 Responses- 57 Empty



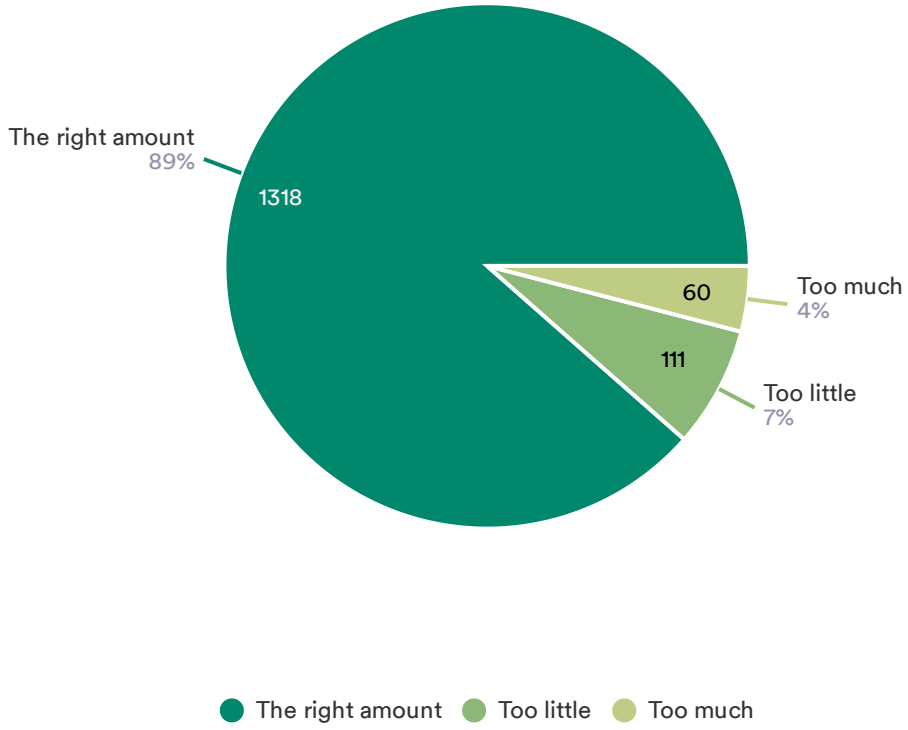
Burnside Bridge Feedback Survey



Burnside Bridge Feedback Survey

What do you think about the amount of information presented in this survey?

1489 Responses- 217 Empty



Burnside Bridge Feedback Survey

Was the information presented helpful? Why or why not?

735 Responses- 971 Empty

Data	Responses
Yes	18
yes	5
Yes.	3
Yes.	3
Super informative! Great work!	2
Yes, but too much information on the visual aspect of it.	2
Some questions needed a bit more context/clarity. The first question's framing also seemed a bit biased, calling the asymmetrical bridge "uneven and unbalanced" makes it seem like the worse option. Thanks!	2
Yes. Well done team!!!	2
Visuals and video were helpful. I would be interested in seeing more of the underneath on the east side	2
Yes	2
I only wish I had known about this sooner. I would've loved to been a part of the conversation	2
Extremely helpful, I really enjoy the Portland bridges and appreciate that the community is being involved in this change.	2
Excellent presentation	2
I like the visual options of all the different styles and the video was clear	2

EARTHQUAKE READY BURNSIDE BRIDGE

Multnomah County is creating an earthquake-ready downtown river crossing.

BETTER – SAFER – CONNECTED

February 21, 2021

Final Type Selection Evaluation Criteria

Introduction

In December 2020, the Earthquake Ready Burnside Bridge (EQRB) Community Task Force (CTF) recommended draft evaluation criteria topics, based on information available at the time, to recommend a bridge type to advance into Final Design phase. The project team has since gathered input on the CTF's draft criteria and measures from other agency staff and the Urban Design and Aesthetics Working Group (UDAWG). The purpose of this document is to consolidate the input into a cohesive set of criteria and measures to support the selection process.

Community Values: During the CTF's development of the Bridge Type Selection criteria, some guiding principles emerged that express the intended outcome of the process. These provide an overarching context from which the criteria and measures were derived. They include:

- The bridge type should be a physical manifestation of Portland's values and aspirations for inclusiveness, resiliency, accessibility, creativity, vitality, and sustainability.
- The bridge type should acknowledge its unique location at the center of the City quadrants; the heart of the City.
- The bridge should further promote Portland's moniker as a "City of Bridges."

Regulatory Requirements: While some of the evaluation criteria are intended to measure the extent to which options would implement certain regulatory objectives, the evaluation criteria are not intended to replace or supersede any relevant regulatory requirements. Any selected option needs to comply with relevant regulatory requirements applicable to the topic.

Criteria Groups, Topics, and Measures

The criteria within this document will be used to support a bridge type recommendation for the Replacement Long Span alternative. It is comprised of the following three Criteria Groups, with applicable topics and measures that correlate to the key interests identified by the CTF:

1. Human Experience and Bridge Surroundings
2. Overall Look and Feel of the Bridge
3. Cost and Construction Impacts to Users

The criteria topics (designated as 1a, 1b, 1c, 2a, etc) describe the key interest being addressed, and the criteria measures (designated as 1a.1, 1a.2, 1b.1, etc) further define how each topic will be evaluated.

1. Human Experience & Bridge Surroundings

1a. On-bridge Experience: How well does the option provide benefits to people when they are on the bridge?

- **Measure 1a.1:** Qualitative assessment of views from the bridge. Measurement includes:
  - Extent of clear views from the bridge deck to key visual features such as the cityscape, including downtown and the Eastside; distant landscapes and natural environment (West Hills, Willamette River, Mt Hood, Mt St Helens, and open skies); adjacent bridges in the up-river and down-river directions; and other key viewpoints (e.g., Portland Oregon sign, Oregon Convention Center towers, Moda Center, Tom McCall Waterfront Park, US Bank Tower).
- **Measure 1a.2:** Qualitative assessment of usable bridge surface. Measurement includes:
  - Suitability of bridge surface for public events (such as the Rose Festival Grand Floral Parade) and other civic gatherings, as well as human-scaled features that enhance the experience for bridge users.
- **Measure 1a.3:** Qualitative assessment for how well the bridge option creates an intrinsic gateway, an enhanced on-bridge experience, and a sense of arrival to / from each side of the river. Measurement includes:
  - Presence and type of physical structural member at the bridge ends

1b. Below-bridge Experience: How well does the option provide benefits to people when they are under the bridge (in areas such as the Tom McCall Waterfront Park and the Vera Katz Eastbank Esplanade)?

- **Measure 1b.1:** Qualitative assessment for how well the option preserves and enhances the integrity of Tom McCall Waterfront Park and its key features, such as the space under the bridge, the existing trees adjacent to the bridge, the Japanese American Historical Plaza, the Ankeny Plaza and the Bill Naito Legacy Fountain, and a safe and functional transition to Better Naito Forever. Measurement includes:
  - Column locations or spacing that improve personal safety by providing adequate sightlines and clearances below the bridge for the park's mix of users ~~that enhance user experience~~.
  - Bridge support locations that further activates and enhances the under-bridge space within Waterfront Park for community events and other activities (e.g., Portland Saturday Market, Bridgetown Nightstrike, and other Portland Parks and Recreation functions)
  - A structure that maximizes vertical clearances to create an "urban roof" that enhances the under-bridge experience.

Commented [DSM1]: *** CTF Comment: "This seems like a design consideration rather than a bridge type selection consideration as stated."

Commented [DSM2R1]: This was kept in the criteria based on CTF feedback on 1/25/21.

Commented [DSM3]: Replaces "parks, roads, and rivers" with "Waterfront Park and Eastbank Esplanade", as requested by the CTF.

Commented [DSM4]: *** CTF Comment: Replaced "user experience enhancement" with "… for the park's mix of users" because "Enhanced user experience" is captured in the next measurement sub-bullet.

- **Measure 1b.2:** Qualitative assessment for how well the option enhances the varied Willamette River in-water uses by minimizing the bridge in-water footprint and maximizing visibility of and connectivity with the river from under and around the bridge. Measurement includes:
    - Geometric sightline comparison of in-water piers from Tom McCall Waterfront Park and Vera Katz Eastbank Esplanade

1c. Relation to Surroundings: How well does the option's scale and form complement and respond to the character of the surrounding neighborhoods, buildings, parks and historic districts/structures while being distinctive?

- **Measure 1c.1:** Qualitative assessment for how the option complements and responds to the character of the Old Town/Chinatown and Downtown neighborhoods, including the Skidmore / Old Town Historic District and the west bridgehead buildings and physical infrastructure shapes and scale. Measurement includes how well the option:
    - Complements existing skyline
    - Complements historic building styles
- **Measure 1c.2:** Qualitative assessment for how the option complements and responds to the character of the Kerns and Buckman neighborhoods and Central Eastside Industrial District, including the east bridgehead buildings and physical infrastructure shapes, scale, textures, and colors. Measurement includes how well the option:
    - Complements existing skyline
    - Complements contemporary building styles
- **Measure 1c.3:** Qualitative assessment for how the bridge complements and responds to the character, while being distinctive in its own right, of the Willamette River bridges north and south of Burnside Street. Measurement includes:
    - Distinctiveness of style compared to adjacent existing bridges

2. Overall Look and Feel of the Bridge

2a. Bridge Overall Look: How well does the option's overall form create an appearance of balance, unity, and flow from key viewpoints above, under, and away from the bridge?

- **Measure 2a.1:** Qualitative assessment for how the bridge form creates a look of balance, unity, and flow from viewpoints such as the Willamette River, the Tom McCall Waterfront Park, the Vera Katz Eastbank Esplanade, the I-5 / I-84 freeways, the east and west Burnside Bridgehead buildings, the downtown high-rise buildings, and the surrounding bridges. Measurement includes:
    - Same bridge type on each side of the movable span

Commented [DSM5]: Removes direct reference to the 75' height limit (see measure updated that follows).

Commented [DSM6]: Replaces "building heights" with "skyline" to consider overall context and character, which includes building heights.

Commented [DSM7]: Removes direct reference to the 250' height limit (see measure updated that follows).

Commented [DSM8]: Replaces "building heights" with "skyline" to consider overall context and character, which includes building heights.

Commented [DSM9]: Replaces "modern" with "contemporary." Modern is a distinct style while contemporary is a more generic term.

- Seamless structural flow between the approach and movable spans

2b. Bridge Form and Style: How well does the option acknowledge existing historic and natural resources while presenting a seismically resilient, contemporary design that sets the tone for future development throughout its 100-year design life?

- **Measure 2b.1:** Quantitative assessment for how the option balances the desire for a minimized visual mass, especially in the river, while providing seismic stability and reliability. Measurement includes:
  - Volumetric comparison of mass for in-river piers and approach superstructures
  - Proximity of mass to river surface and away from riverbanks
- **Measure 2b.2:** Qualitative assessment how well the option captures elements of the existing historic bridge. Measurement includes:
  - Extent to which the structural form incorporates similar features of the existing Burnside Bridge
- **Measure 2b.3:** Qualitative assessment for how the option reflects the best practices in modern technologies, engineering, and architectural design that sets a tone for the future. Measurement includes:
  - Potential for exposing the movable bridge mechanism
  - Assessment of each option against a contemporary bridge aesthetic

2c. Flexible Design: How well does the option allow flexibility for engineering and architectural features in final design, as well as adaptability of the bridge for future user needs?

- **Measure 2c.1:** Qualitative assessment for how the option includes the potential for the bridge to serve as an identifiable beacon of safety, a landmark, and a destination within the city during the day and after dark. It also includes the opportunity for memorable, distinctive lighting for nighttime viewing while adhering to "dark skies" principles that minimize light directed at or reflecting into the river. Measurement includes:
  - How the structure's shape influences the skyline in daytime
  - How the structure's shape influences the skyline in nighttime (lighting)
- **Measure 2c.2:** Quantitative assessment for how well the option enhances the natural environment. Measurement includes data from hydraulic analyses and environmental assessments:
  - Water surface elevation increases
  - Displacement of water storage during floods
  - Effect on birds, wildlife, fisheries and shoreline/shallow water habitat

Commented [DSM10]: Deleted the bullet "Ability to avoid vertical obstruction within the middle of the span" as its intent is captured within the bullet "seamless structural flow …" for the appropriate bridge types.

Commented [DSM11]: Replaces "modern" with "contemporary."

Commented [DSM12]: Removed "… a sense of…"at the request of the CTF.

Commented [DSM13]: Added "and away from riverbanks."

Commented [DSM14]: (New) A separate measurement to address similarities with the historical features on the existing bridge.

Commented [DSM15]: Re-worded to separately measure current design practices from historical elements (the prior Measure 2b.2).

Commented [DSM16]: Replaces "integrates" with "enhances" at the request of the CTF.

- Resiliency to increasing water levels due to climate change

3. Cost and Construction Impacts to Users

3a. Total Direct Project Cost: How well does the option minimize the Project's total cost?

- **Measure 3a.1:** Quantitative estimate of each option's total Project cost to plan, design, and construct the bridge, including the influence of site constructability challenges. The total Project cost includes permanent and temporary right of way acquisition costs, utility relocation and protection costs, pre-construction design phase costs, permitting and environmental mitigation costs, and construction inspection and engineering support costs. Measurement includes:
  - Cost ranges

3b. Long-term Costs: How well does the option minimize long-term costs and support future needs after construction?

- **Measure 3b.1:** Quantitative estimate for long-term costs to maintain the useful function of the bridge over its design life. The total Long-term cost includes the direct cost of bridge operations and inspections; the direct cost for routine maintenance and rehabilitation improvements (e.g., movable bridge repairs, deck wearing surface rehabilitation, re-painting, lighting maintenance, structural upgrades, etc); the direct cost for bridge repairs following major events (e.g., major earthquake, major flood, vessel collisions, civic unrest, fires, etc); and the potential direct cost to alter the bridge to support future needs (e.g., adding Streetcar equipment, systems, and armatures onto the bridge; adding more bicycle/pedestrian space; adjusting for future lane uses; etc). Measurement includes:
  - Cost ranges

3c. Construction Impacts: How well does the option minimize impacts to the traveling public and surrounding property owners and tenants during construction?

- **Measure 3c.1:** Quantitative assessment of impacts to bridge and adjacent transportation facility users. Measurement includes:
  - Duration existing bridge is out of service
  - Duration of impacts to freeway operations
  - Duration of transit detours
  - Duration of bicycle and pedestrian detours
  - Duration of impacts to river navigation
- **Measure 3c.2:** Quantitative assessment impacts to adjacent properties as a result of construction activities. Measurement includes:

Commented [DSM17]: *** CTF Comment: "and construction risks. Does staff consider constructability challenges and risks to be the same?"

Commented [DSM18R17]: Yes; the team considers these words interchangeable for the purposes of the CTF criteria. As background, a Cost Risk Analysis is being performed to account for construction cost risks.

Commented [DSM19]: Added per request by CTF.

- Total area of temporary and permanent right-of-way acquisition
- Potential quantity and duration of disruptions to utility service (including UPRR and TriMet Max)

TOPICS FOR EVALUATION/DECISION-MAKING DURING THE FINAL DESIGN OR CONSTRUCTION PHASE:

While developing the draft criteria topics and measures, the CTF identified various topics that do not differentiate between the various bridge types and/or cannot be adequately evaluated with the level of design and information available during the Type Selection phase. These are listed in Tables 1 and 2 below with the recommendation that they be applied later during either the Project's Final Design or Construction phases.

Table 1: Potential criteria topics differed to a future phase due to a lack of differentiation.

Topic	Rational for Deferring to a later Phase	Description
Seismic Resilience	No differentiation between options	All bridge options satisfy the Project-specific Seismic Design Criteria
Bike / Ped / ADA and Transit users (Design Details)	No differentiation between options	Detailed design features to provide safe and convenient amenities for bicycle, pedestrian, and transit users. Such features could include the physical separation of modes; and the opportunity to provide river overlooks for users to stop and enjoy the adjacent scenery without excessive clutter that detracts from the bridge; include an intuitive ability to understand wayfinding; the addition of transit amenities such as lighted shelters and benches; safe lines of sight and adequate lighting on and approaching the bridge; and a reduction in noise and vibrations from vehicular traffic.
Pedestrian, bicycle, and ADA Connectivity	No differentiation between options	All bridge options provide the same Active Transportation connectivity to the west and east bridgeheads. This includes safe and accessible connections on and off the bridge from the West bridge deck to Waterfront Park, Naito Parkway, SW/NW 1st and SW/NW 2nd Avenues. As such, they equally preserve and enhance pedestrian, bicycle, and ADA connectivity and universal Design concepts.
Vera Katz Eastbank Esplanade	No differentiation between options	As part of the bridge design criteria, there will be no structural connection between the bridge and the Eastbank Esplanade access. Because of this

		separation, there is no dependency between the facilities and the bridge type selection criteria can be independent from the type decision for the Eastbank Esplanade access.
Burnside Skatepark	No differentiation between options	All bridge options span over the Burnside Skatepark in the same manner. As such, they equally preserve the integrity and functionality of the Burnside Skatepark.
Skidmore Fountain Max Station	No differentiation between options	All bridge options span over the Skidmore Fountain Max Station in the same manner. As such, they equally preserve the integrity and functionality of the Skidmore Fountain Max Station space.

Table 2: Potential criteria topics differed to a future phase due to a lack of information at this time.

Topic	Rational for Deferring to a later Phase	Description
Personal Safety	Insufficient level of detail at Type Selection Phase	Maintain a safe construction site; Implement design that minimizes risk of attempted suicide from the structure
Sustainable Design	Insufficient level of detail at Type Selection Phase	Potential sustainability design features to be considered in the Final Design phase include: Reduce waste; sustainable materials that minimize GHG emissions; and energy sustainability
Secondary design features (Operator's House, Multi-use path connections, Streetcar Elements, Bridge Overlooks, Stormwater facilities, etc.)	Insufficient level of detail at Type Selection Phase	Preliminary assumptions for each of these features have been included in the type selection concept. Final design details will be developed after the bridge type is selected.
Salvage / incorporate elements of existing historic bridge into the future bridge project design	Insufficient level of detail at Type Selection Phase	Mitigation for loss of historic bridge is required.

Commented [DSM20]: Measure 2b.3 implements this concept at the "structural form" level, appropriate for the type Selection phase. This row was added to address to desire at the element level.

EARTHQUAKE READY BURNSIDE BRIDGE

Multnomah County is creating an earthquake-ready downtown river crossing.

BETTER – SAFER – CONNECTED

February 26, 2021

DRAFT Public Engagement Summary: Bridge Type Selection, Early 2021

Overview

After receiving strong community support for the recommended Replacement Long Span as the Preferred Alternative for an earthquake-ready Burnside Bridge, Multnomah County proceeded into the Bridge Type Selection phase. This phase is aimed at studying and selecting a preferred bridge type to carry into the design phase and then construction. The first round of engagement for the Bridge Type Selection phase kicked off in early 2021.

Inside this report

The purpose of this engagement was to inform the public of the status of the project and seek input on a range of possible bridge types and a list of evaluation criteria topics for comparing them.

EARTHQUAKE READY BURNSIDE BRIDGE

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February 26, 2021

The primary activities for this engagement were focused online, with an online open house and survey, a project webinar and numerous virtual briefings with community organizations. This report summarizes the activities performed and feedback received throughout January and February 2021.

Due to the COVID-19 pandemic, no tabling or in-person events were held.

Public Outreach Activities

Outreach and engagement activities included:

60+	Briefings to agencies, individuals, and organizations
18	Diversity, Equity and Inclusion organizations reached
11,900+	Unique visitors to the online open house and survey
1,900+	Survey responses
6	In-language translations of the online open house and materials
186,000	Social media impressions
3,183	Project E-newsletter recipients
120	Text message recipients
2,216	YouTube video views
11	News releases and e-newsletters (from project and others)
2	Banners over the Burnside Bridge
5	Media stories

Public Involvement Goals

Awareness
Build awareness and share information through regular, meaningful, and consistent project communications about the important role this project plays in creating an earthquake-ready river crossing in downtown Portland.

Transparency
Inform all stakeholders and community of how the project team has thoroughly considered their feedback, interests, issues, and concerns in project solutions and transparently communicate how project decisions are being made.

Inclusion
Provide equitable, inclusive, and accessible opportunities for stakeholders and community to influence and shape the project by reducing participation barriers, ensuring culturally responsive practices, and offering diverse ways for all people to participate in project conversations.

Coordination
Engage and build authentic relationships with agencies, industry stakeholders, and County departments, securing cross-government coordination, commitment, alignment, and industry readiness, to realize the Earthquake Ready Burnside Bridge in the future.

Key Findings Overview

Broad input was received encompassing a large range of perspectives. This report summarizes themes identified in this feedback. Key findings include:

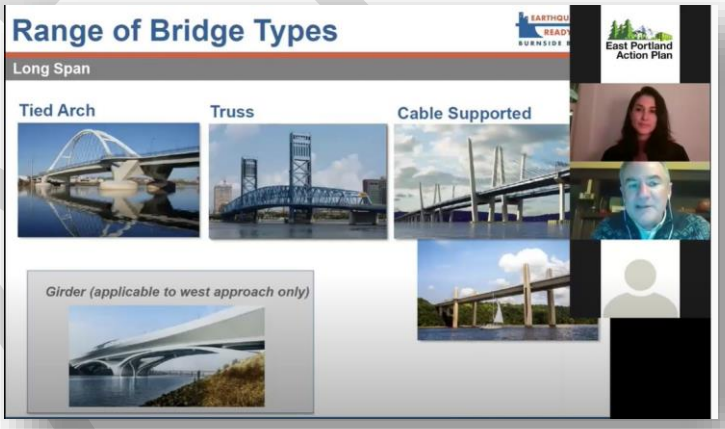
- Strong and about equal levels of support for the Cable Supported and Tied Arch bridge options
- Some support for a Girder option on the west side approach of the bridge
- Strong preference for a Bascule movable span over a vertical lift movable span

Activity: Briefings

Purpose

From December 2020 through February 2021, the project team conducted over 60 briefings with community organizations, individuals, agencies and elected officials. The intent of the briefings was to keep stakeholders and interested groups up-to-date and engaged with the project, continue to build meaningful relationships and gather community input to inform the project, process and Bridge Type Selection.

Opportunities to request a project briefing were offered through emails, phone calls, project newsletters and the project website.



Online briefing with the East Portland Action Plan in February

Generally, information presented and engaged upon during the briefings included:

- Project overview, timeline, purpose and need
- Range of bridge type options being studied (shown in renderings)
- Evaluation criteria topics for selecting a bridge type
- Input on the range of bridge type options and evaluation criteria topics
- Update on the Draft Environmental Impact Statement and comment opportunity
- Outreach activities and ways to provide input
- Next steps in the process

Briefings were provided to a number of different stakeholders and community organizations representing various interests, including:

- Transportation (pedestrians and people with ambulatory devices, bicyclists, transit users, drivers and freight movers)
- Emergency response and resiliency
- Social services
- Diversity, Equity and Inclusion and BIPOC communities
- Neighborhoods and residents
- Right of way and property owners
- Businesses
- Historic resources
- Visual aesthetics and urban design
- Parks and community spaces and recreational activities
- Event organizers
- River users
- Sustainability
- Local, regional, state and federal agencies and elected officials

Below is a summary of the most frequently heard themes:

- General support and understanding for the project
- High interest in an elegant and balanced solution
- Higher interest in the Cable Supported and Tied Arch options than the Truss and Girder options
- Understanding for why the Girder option is being explored on the west approach
- High interest in options that minimize impacts to views
- Strong support for bascule movable span. Low support for lift movable span
- Frequent questions about which of the two movable spans opens and closes faster
- Opinions for both a symmetrical looking bridge and an asymmetrical bridge with higher support for symmetry. People that expressed support for a symmetrical bridge also stated balance, elegance and cohesion as items of interest. People that expressed interest in an asymmetrical bridge stated 'keep Portland weird' or acknowledged the different characteristics of the east and west neighborhoods.
- People expressed interest in making sure the option aligns with community values of safe, accessible, equitable and climate conscious transportation facilities

- Some people expressed opinions that the look is less important than making sure the bridge is resilient during a major earthquake and asked questions and expressed support for whichever option is best for seismic resiliency
- Some people said to not look at the bridge as three separate parts (west, middle, east), but one cohesive structure

Activity: Webinar

Purpose and Summary

The project team hosted a public webinar on Wednesday, February 3, 2021. The purpose of the webinar was to:

- Provide a supplemental or alternative way to learn about the project and the various bridge type options in addition to the online open house.
- Provide the opportunity to virtually meet some members of the project team, especially because of restrictions to in-person events.
- Provide an opportunity for people to ask questions directly to the project team and get answers in real-time, especially for individuals who do not belong to an organization that receives project briefings.

The event was hosted on Zoom and livestreamed to YouTube for greater accessibility. A total of 32 participants joined the Zoom meeting and 10 viewers logged onto the livestream.

A recording of the webinar is available to view on Multnomah County's YouTube channel.

Activity: Diversity, Equity, and Inclusion Outreach

Purpose

Multnomah County partnered with the Community Engagement Liaisons (CELs) Program to continue bridging relationships and engaging with currently and historically underserved and underrepresented communities. The liaisons' efforts engaged the Black and African American, Native American, Vietnamese, Chinese, Latinx, Japanese, Arabic, and Russian and Ukrainian communities. These communities were identified in 2019 based on frequently spoken languages within a one-mile radius of the project area and/or because of historical and cultural roots in the project area.

Community Engagement Liaisons meeting

Due to restrictions for in-person contacts during the COVID-19 pandemic, the liaisons employed several methods to help inform and gather input from their respective communities in January and February 2021 (see table below). These methods ranged from one-on-one telephone calls to outreach to community-based organizations and social media networks.

Multnomah County recognized the importance of variety and flexibility in outreach methods to allow for culturally appropriate engagement across communities, especially during a public health crisis. Each community engagement liaison worked with their respective community members and community-based organizations (CBO's) to use activities that were desired and appropriate for that community.

There was a total of 210 respondents to the translated survey sites. For comparison, there were 355 participants reached through online methods during Round 2 engagement for the Environmental Review in 2020, and 182 participants reached through in-person focus groups during Round 1 of the Environmental Review phase in 2019.

Outreach activities per community

	Phone or Zoom briefings	CBO outreach	Business Phone Canvassing/ flyering	Social Media
Black and African American	X		X	X
Native American	X	X	X	X
Arabic	X	X	X	X
Chinese	X		X	X
Japanese		X	X	X
Vietnamese	X	X	X	
Latinx	X	X	X	X
Russian/Ukrainian	X	X	X	X

Activity: Online Open House and Survey

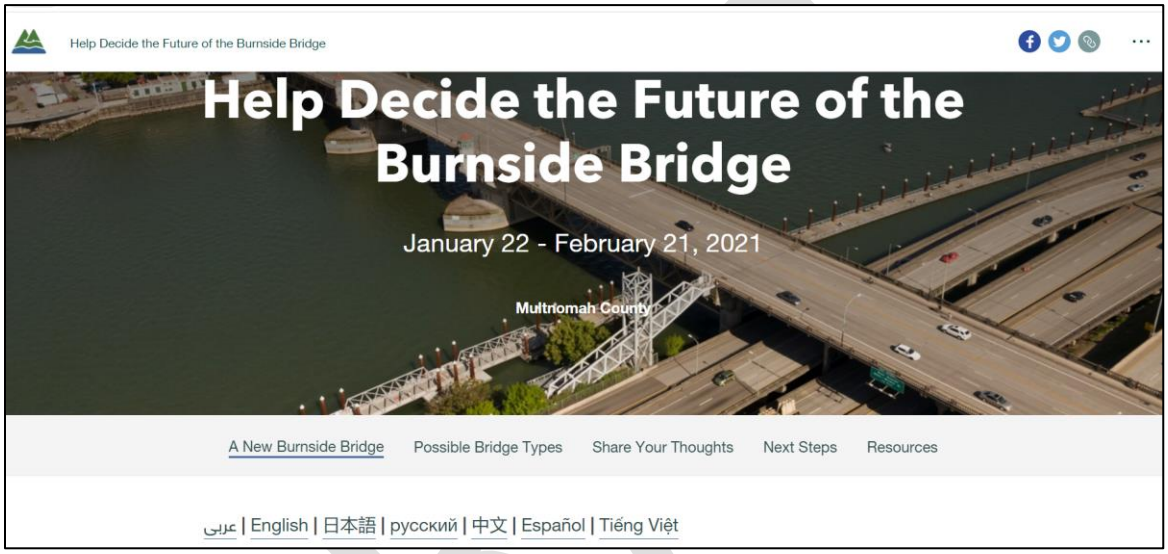
Purpose and Reach

The Bridge Type Selection online open house and survey were available to the general public from January 22 through February 21, 2021. The sites remained open to Community Engagement Liaisons through February 23 to allow them more flexibility to engage with their communities. The online open house and survey provided an opportunity for people to learn about the status of the project and review and provide input on the range of possible Long Span bridge types, including the middle movable span, and the evaluation topics that would be used to compare them. The online open house and survey

included an interactive 360° video, captioned in seven languages, presenting the various bridge type options under consideration and some of their associated tradeoffs. The video is available to view on Multnomah County's YouTube channel:

- A 360 View of Bridge Type Options (>2,200 views as of 2/24/21)

The online open house and survey received nearly 12,000 visitors and over 1,900 responses. The survey included a mix of qualitative and open-ended questions. It also included travel mode and demographic information.



As an outreach and engagement tool, survey respondents were self-selected, and the results were not intended to be statistically valid.

Stakeholders were notified of the sites through a variety of notifications outlined in the Media and Notifications section in this report.

Survey Results and Comment Themes

A total of 1,916 people answered at least one survey question for this R3 Bridge Type Selection survey, compared to a 6,827 for a project survey in 2020 and 830 in a 2019 survey. One possible explanation for the lower participation than in 2020 was that the 2020 survey sought input on a single recommended preferred alternative, while the 2021 survey sought input on a range of options.

The number of responses to individual questions varied because survey participants were able to answer as many or as few questions as they chose.

QUESTION 1: For the WEST APPROACH SPAN, if you had to choose, which bridge type features would you prefer? (choose one from each category)

Overall Look and Feel

Options	Responses	Percentage
Above deck structure that matches on both the east and west approaches	**1,263**	**76%**
An uneven or unbalanced look that has above deck structure on the east but no above deck structure on the west	354	21%
Unsure (please explain)	50	3%

A total of 1,667 participants responded to this question. Top themes for the 3% who selected "Unsure" included:

- **Tradeoff between open views and an unbalanced look –** Comments from respondents who were undecided between the merits of more open views, but an unbalanced superstructure that come with the Girder option.
- **Retaining the historic bridge –** Comments in support of either keeping the current bridge or building a new bridge without a superstructure.

On and Under Bridge Experience

Options	Responses	Percentage
Structure above the bridge deck with a higher ceiling height under the bridge (Tied Arch, Cable Supported, Truss)	**1,257**	**75%**
Unobstructed views on the bridge with reduced vertical clearance under the bridge (Girder)	381	23%
Unsure (please explain)	37	2%

A total of 1,675 participants responded to this question. Top themes for the 2% who selected "Unsure" included:

- **Retaining the historic bridge –** Comments in support of either keeping the current bridge or building a new bridge without a superstructure.

- **Need more information –** Comments asking for additional renderings of what the space under the bridge would feel like for the various options as well as what the difference in cost would be to help decide if the less expensive Girder option is worth the savings.

Cost and Construction

Options	Responses	Percentage
Look, feel and experience are more important to me than cost	**1,068**	**64%**
I'm willing to forego a certain look, feel and experience of the bridge if it is too expensive	547	33%
Unsure (please explain)	61	3%

A total of 1,676 participants responded to this question. Top themes for the 3% who selected "Unsure" included**:**

- **Depends on cost –** Comments asking for cost estimates of the various options to help determine the scale of potential savings.
- **Prioritize seismic resiliency –** Comments expressing that seismic resiliency should be the driving factor to determine bridge type.

QUESTION 2: For the MOVABLE SPAN, if you had to choose, what would you prefer?

Options	Responses	Percentage
Unobstructed views on the bridge with larger in-water piers (Bascule)	**1199**	**71%**
Vertical towers above the bridge deck with smaller in-water piers (Lift)	421	25%
Unsure (please explain)	57	4%

A total of 1,676 participants responded to this question. Top themes for the 4% who selected "Unsure" included**:**

- **Depends on cost –** Comments asking for cost estimates of the various options to help determine the scale of potential savings.
- **Prioritize seismic resiliency –** Comments expressing that seismic resiliency should be the driving factor to determine bridge type.
- **Speed of operation –** Comments in favor of whichever movable span type will open and close more quickly and have the shortest impact on traffic crossing the bridge.

QUESTION 3: For the west, middle, and east sides, which bridge types and related features do you think do the best job of...

- Complementing or responding to the surrounding area and neighborhoods?
- Acknowledging the historic and natural surroundings?
- Presenting a seismically-resilient, modern design?
- Setting the tone for future development throughout its 100-year design life?

On the west side:

Options	Responses	Percentage
Cable Supported	**627**	**37%**
Tied Arch	602	35%
Girder	346	21%
Truss	59	3%
Unsure	54	3%

Respondents were asked to explain why they made their selection. Top themes for each option included:

Cable Supported:

- **Aesthetic preference** - Comments supporting the iconic, modern design of the Cable Supported option. Many respondents felt that this design would support the aesthetics of the city as it evolves over the lifetime of the bridge.
- **Clean sightlines** - Comments noting that the Cable Supported option provides cleaner sightlines than some of the other options while being minimally obtrusive to views of downtown or the east side.
- **Below-bridge experience** - Comments in support of more open space and vertical clearance in Waterfront Park under the bridge.

Tied Arch:

- **Aesthetic preference** - Comments supporting the graceful design of the Tied Arch option. Many respondents felt that this design would provide better balance with other bridges and skylines on either side of the bridge than the Cable Supported and still be a forward-thinking design without being imposing or dominating.
- **Complements other bridges and provides variety** – Comments noting that a Tied Arch design would complement other nearby bridges and provide some more variety in bridge types. Many respondents felt that the Cable Supported option could feel like a copy of the Tilikum Bridge.
- **Below-bridge experience** - Comments in support of more open space and vertical clearance in Waterfront Park under the bridge, especially with the support columns being further west towards Naito Parkway.

Girder:

- **Open views of downtown –** Comments supporting open views and sightlines of and from downtown, in particular the Portland Oregon Sign. Several respondents noted that they were comfortable with and even preferred asymetry in the superstructure.
- **Least expensive –** Comments in support of the Girder option because it is the least expensive option.
- **Historic look –** Comments noting that the Girder option provides the closest approximation to maintaining the look of the current Burnside Bridge which also preserves the look and feel of downtown and Old Town.

Truss:

- **Complements other bridges –** Comments noting that the industrial-style of a Truss design has a more historic feel when you take the surrounding bridges into consideration and would not overwhelm sitelines or cityscape.
- **Below-bridge experience** - Comments in support of more open space and vertical clearance in Waterfront Park under the bridge.

Unsure:

- **Undecided between Cable Supported and Tied Arch –** Comments from respondents who were equally drawn to the Cable Supported and Tied Arch options.
- **Construction cost and duration** – Comments in support of whichever bridge can be constructed the fastest and most economically.
- **Design that differentiates from other bridges** – Comments expressing a desire for a bridge type that is different from the existing Portland bridges.

In the middle:

Options	Responses	Percentage
Bascule	**1,169**	**69%**
Lift	412	24%
Unsure	101	6%

Respondents were asked to explain why they made their selection. Top themes for each option included:

Bascule:

- **Open views and clean lines –** Comments in support of the unobstructed views and cleaner design afforded by the Bascule option, especially if there is a possibility of viewing platforms in the center of the bridge span.
- **Vertical river clearance –** Comments in support of the unrestricted verticle clearance for river traffic. Several respondents felt that this gives the bridge more flexibility to adapt to future changes.

Lift:

- **Adds to an iconic look –** Comments noting that the towers of a Lift span provide more opportunity for an iconic bridge design, especially when paired with the Cable Supported or Tied Arch options.
- **Less expensive -** Comments in support of the Lift option because it is less expensive than the Bascule.
- **Fewer in-water impacts –** Comments in support of a Lift option because the in-water supports would be smaller and therefore have fewer impacts to the natural habitats and aquatic species in the river.

Unsure:

- **Tradeoff between views and cost –** Comments from respondents who were torn between the open views of the Bascule and the cost effectiveness of a Lift.
- **Construction cost and duration** – Comments in support of whichever option can be constructed the fastest and most economically.

On the east side:

Options	Responses	Percentage
Cable Supported	**790**	**47%**
Tied Arch	725	43%
Truss	83	5%
Unsure	81	5%

Respondents were asked to explain why they made their selection. Top themes for each option included:

Cable Supported:

- **Aesthetic preference** - Comments supporting the iconic, modern design of the Cable Supported option. Many respondents felt that this design would support the aesthetics of the city as it evolves over the lifetime of the bridge.
- **Symmetrical bridge design** - Comments in favor of a symmetrical and balanced design that complements the significant location of the bridge as the center of the city. Selection matched their preference for the west side.
- **Clean sightlines** – Comments noting that the Cable Supported option provides cleaner sightlines than some of the other options while being minimally obtrusive to views of downtown or the east side.

Tied Arch:

- **Aesthetic preference** – Comments supporting the graceful design of the Tied Arch option. Many respondents felt that this design would provide better balance with other bridges and skylines on either side of the bridge than the Cable Supported and still be a forward-thinking design without being imposing or dominating.
- **Symmetrical bridge design** - Comments in favor of a symmetrical and balanced design that complements the significant location of the bridge as the center of the city. Selection matched their preference for the west side.
- **Openness in Waterfront Park** – Comments in support of having more open space in Waterfront Park for Saturday Market and other activities by having the support columns closer to Naito Parkway.

Truss:

- **Symmetrical bridge design** - Comments in favor of a symmetrical and balanced design that complements the significant location of the bridge as the center of the city. Selection matched their preference for the west side. Some respondents felt that the Truss option would provide more symmetry than the Cable Supported or Tied Arch.
- **Historic design** – Comments noting that a Truss design would provide the most cohesive look across all the other existing Portland bridges. Some also felt that this design had the most historic look.

Unsure:

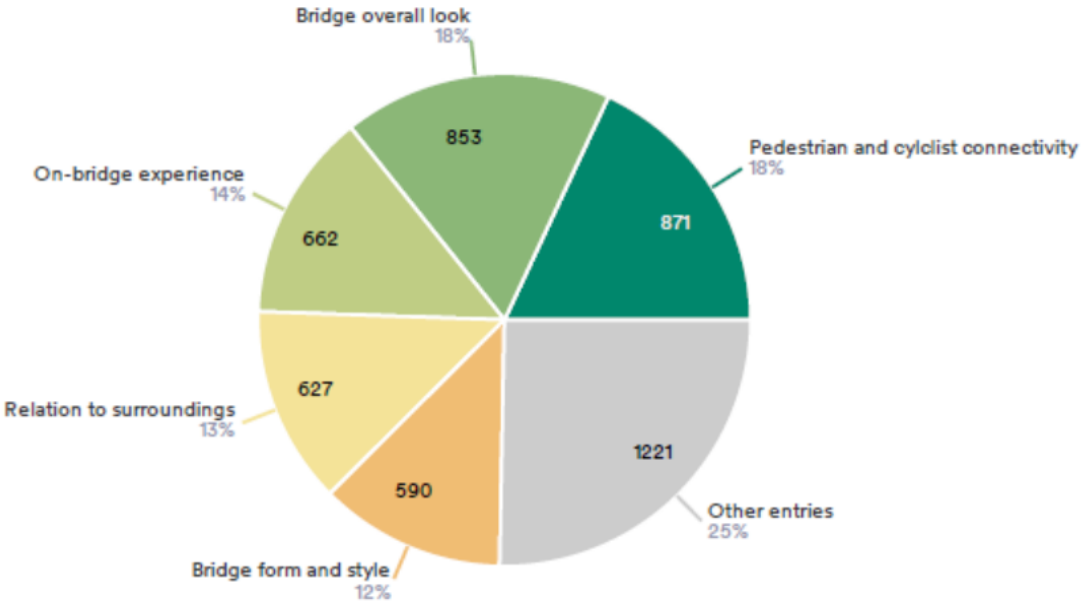
- **Construction cost and duration** – Comments in support of whichever bridge can be constructed the fastest and most economically.
- **Design that differentiates from other bridges** – Comments expressing a desire for a bridge type that is different from the existing Portland bridges.

QUESTION 4: Is there anything else you would like to share about the range of bridge types?

Top themes from the 628 comments received for this question included:

- **Complement the existing Portland bridges and cityscape** - Comments in support of a bridge design that matches the scale and general aesthetic of the nearby Willamette River bridges (Morrison, Steel, et. al) and fits well with the existing Portland cityscape. Many comments strongly recommended preserving the existing views of downtown Portland, especially the Portland Oregon Sign.
- **Symmetrical bridge design** - Comments in favor of a symmetrical and balanced design that complements the significant location of the bridge as the center of the city.
- **Support for a "unique" design** - Comments in favor of a bridge design that would stand out from the other bridges along the Willamette River. Several comments also expressed a strong desire for a bridge that would be a symbol of Portland and that would inspire civic pride among residents.
- **Funding and cost concerns** - Comments that expressed strong concerns about the total cost of the project and securing enough funds to pay for the project.

QUESTION 5: Of the topics for evaluating the options, which are most important to you? (Select your top three.)



QUESTION 6: Do the topics for evaluating the bridge type options make sense?

Options	Responses	Percentage
Yes	**1,599**	**96%**
No. Why not?	62	4%

A total of 1,661 participants responded to this question.

Top themes for the 4% who selected "No" included:

- **Seismic resiliency and safety** – Comments expressing the importance of having a bridge that is going to provide the highest levels of seismic resiliency and safety for users in the event of an earthquake.
- **Construction cost/duration and long-term maintenance** – Comments prioritizing options with a lower cost and duration of construction as well as the cost associated with long-term maintenance.

QUESTION 7: What other topics should we consider when studying the tradeoffs among the options?

Top themes from the 616 comments received for this question included:

- **Aesthetically pleasing design** – Comments in support of a new bridge design or sharing a preference for a bridge that is visually appealing. Many respondents were excited about the opportunity to create a visually striking bridge that could increase tourism.
- **Prioritizing active transportation and transit** – Comments expressing the importance of prioritizing accessibility, bicyclists, pedestrians, and public transit including praise for separate and protected bike lanes and sidewalks.
- **Construction cost/duration and long-term maintenance** – Comments prioritizing options with a lower cost and duration of construction as well as the cost associated with long-term maintenance.
- **Seismic resiliency and safety** – Comments expressing the importance of having a bridge that is going to provide the highest levels of seismic resiliency and safety for users in the event of an earthquake.

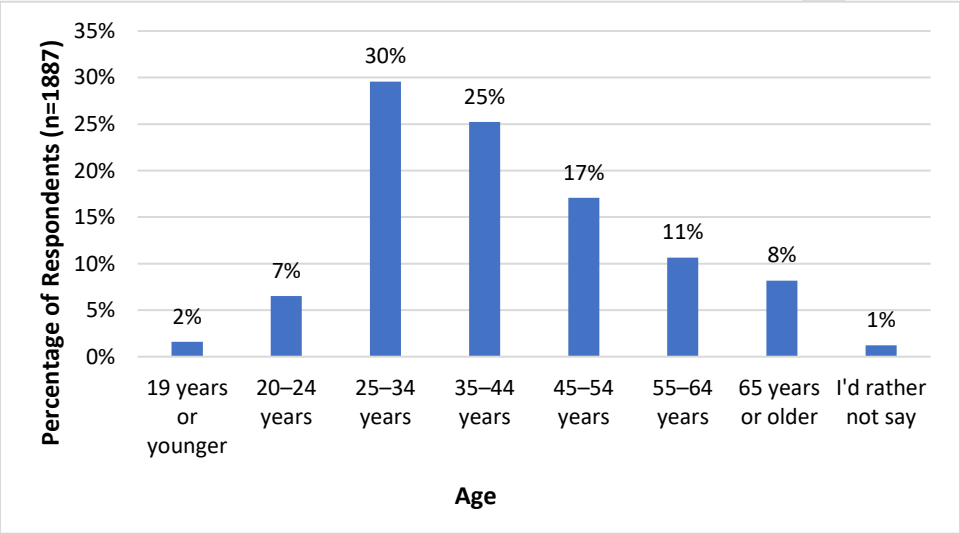
QUESTION 8 (survey evaluation): What do you think about the amount of information presented in this survey?

Options	Responses	Percentage
The right amount	**1,318**	**88%**
Too little	111	7%
Too much	60	4%

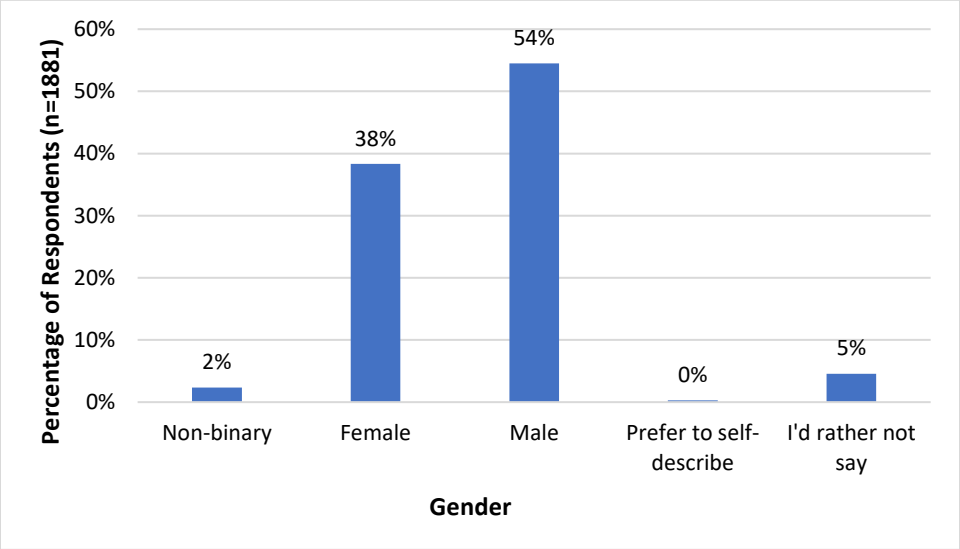
Who We Heard From

Demographic questions were included in the online survey to better understand the input provided, identify the demographic groups reached through engagement activities, and to adjust future public participation planning for the project. Graphs include responses provided across all seven languages.

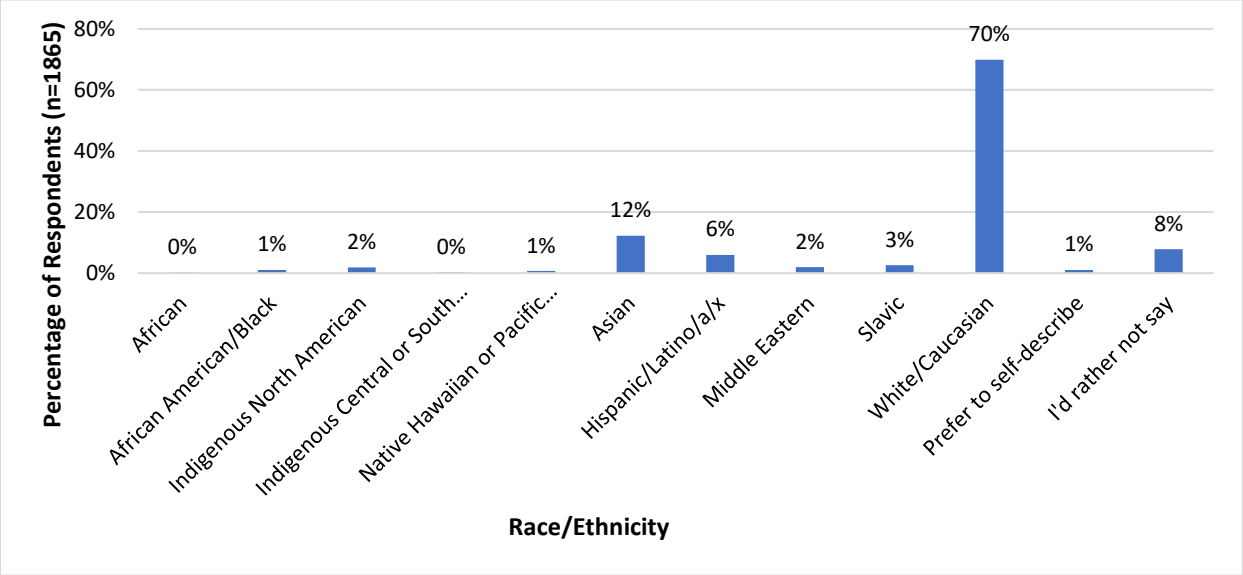
What is your age?



Which gender do you most identify with?

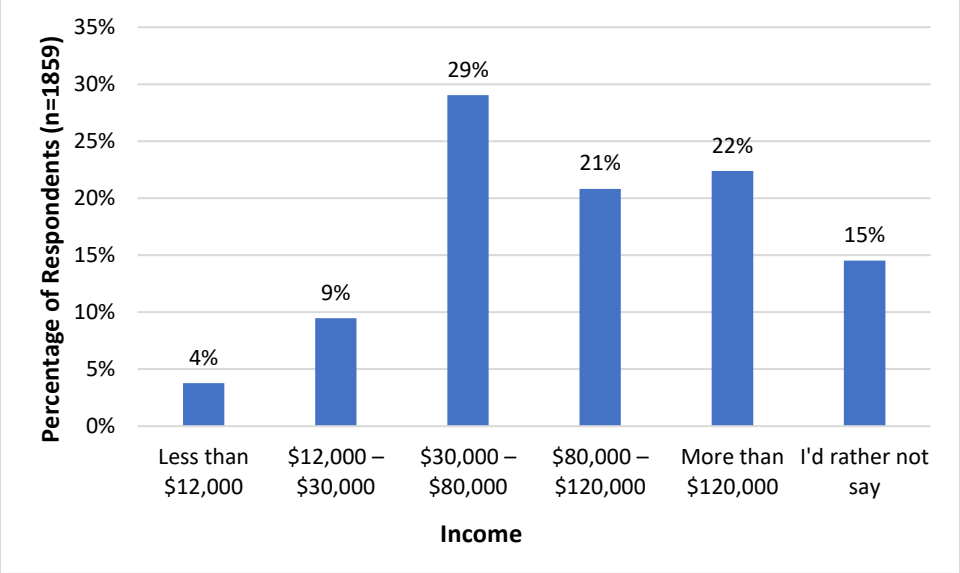


What race/ethnicity best describes you?



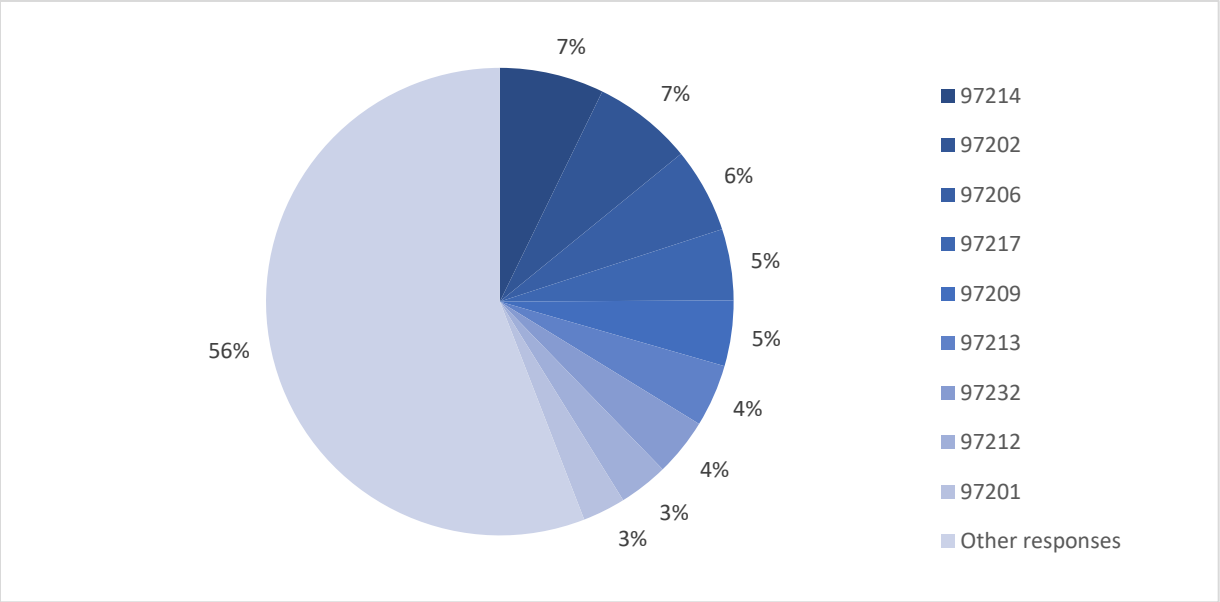
Percentages add up to more than 100% because respondents were able to select more than one option.

What is your household income?



Reported household incomes of survey respondents are shown. For comparison, the median household income of Multnomah County residents was $60,369 (2013-2017 ACS).

What is your zip code?



Majority of survey respondence that provided their zip code live in Multnomah County.

Media and Notifications

Purpose

APPROACH TO MEDIA COVERAGE

The approach to notify the public about the online open house and survey was to use project-led social media posts and paid ads, e-newsletters, emails and news releases to promote the input opportunity. These efforts were then bolstered by external outlets like elected officials' e-newsletters and news media. Traditional media coverage was lower than previous rounds of engagement, so the team added an additional Facebook paid ad set to target a broader audience. This resulted in an additional 2,200 users visiting the online open house for the second half of the outreach period.

5	Media stories
186,000	Social media impressions
11	News releases and e-newsletters (from project team and others)
3,183	Project E-newsletter recipients
120	Text message recipients
2,216	YouTube video views
2	Banners over the Burnside Bridge

With this approach, a majority of the online open house traffic came from media and notifications. Specifically, social media drove 44 percent of online open house traffic. Overall, media and notifications drove a large portion of survey responses with 29 percent of survey respondents saying that they heard about the online open house through news media and Facebook.

Specifically, Multnomah County notified members of the public about the online open house by using:

- The project website
- Social media advertising, including organic and paid posts
- Targeted emails to project stakeholder groups (such as project committees, community neighborhood and business organizations and agency partners) encouraging them to re-share information about the input opportunity
- E-newsletters (2)
- News releases (2)
- Banners on the Burnside Bridge (2)
- Multnomah County Commissioners' e-newsletters (4)
- Multnomah County Wednesday Wire employee e-newsletter (2)

Highlights

MEDIA COVERAGE

Traditional media has a broad reach, but this outreach round saw fewer news stories than the previous outreach in August 2020. The last round of outreach concerned a recommended Preferred Alternative, while this outreach introduced four bridge types. Once the project has a recommended bridge type for the public, then outreach participation and media coverage are expected to increase. Furthermore, during the outreach period there were many other events to report on at the national and local level, so there was not as much interest from local news organizations. For those media outlets that did report on the Type Selection outreach, the coverage was informative and saw positive engagement for the current project stage.

FACEBOOK CAMPAIGN

As engagement opportunities continue to be virtual due to COVID-19, advertising on Facebook was crucial to share the online open house with a wider audience. The paid Facebook campaign began with one audience and three ads which targeted those interested in the Multnomah County Facebook page. Halfway through the outreach, with the lack of news coverage, the team looked to other platforms to broaden the reach and engagement of the online open house. Therefore, the project increased the paid campaign spending and added another broader audience to target, ultimately reaching 70,000 more Portland residents.

- The campaign reached **104,832 unique users** and generated **4,275 clicks** to the website.
- The **cost per click was $0.19**. Looking at industry standards for industrial services, the benchmark is $2.14. One possible reason for the low cost could be relevant and engaging content. (source: https://instapage.com/blog/facebook-advertising-benchmarks)
- The strongest performing ad was the **30 second 360/VR video**. Facebook optimizes for video so adding a video to the ad set broadened the outreach's awareness

ORGANIC SOCIAL MEDIA

- Throughout the Bridge Type Selection outreach, Multnomah County's social media channels posted six posts promoting the online open house. These posts generated over 53,774 impressions and over 384 site clicks. Awareness is generally the primary goal of organic posts, and traffic is secondary. Comparing Facebook performance with Twitter, the first Facebook post saw the highest engagement while the tweets promoting the webinar performed the strongest on Twitter. These analytics align with the purposes of the individual platform with new engagement performing strong on Facebook then tapering off with additional posts. Whereas, Twitter performs the best with timely content like an event promotion. In summation, organic content continues to be a beneficial and cost-effective way to promote the project and input opportunities.