

To: MaryJo Andersen, Multnomah County
From: Alta Planning + Design
Date: April 2024
Re: **East Multnomah County Safety Action Plan – Community Engagement Plan DRAFT**

Introduction

This Community Engagement Plan (CEP) outlines the engagement process for the East Multnomah County Transportation Safety Action Plan (TSAP). The CEP describes important audiences to bring into this work, engagement activities to facilitate meaningful participation, the phases of engagement, and integration with the overall TSAP process. This is a working document that will be revised before each phase of engagement, as new ideas and adjustments are identified.

The fundamental objectives of the *TSAP Community Engagement Plan* are to:

- Identify key groups of interested and affected people, businesses, and organizations for engagement.
- Detail engagement techniques and the communication plan for engaging the public and specific partner groups.
- Identify participatory activities that will provide community members time and space to share local knowledge, while gathering feedback, questions, and concerns.
- Delineate between different phases of work with specific engagement outcomes; and
- Provide clarity on roles and responsibilities between Multnomah County, Alta, and Community Engagement Liaisons (CELS) for a streamlined process.

Project Overview

The East Multnomah County Transportation Committee (EMCTC) is collaborating with Alta Planning + Design (the consultant team) and Community Engagement Liaisons (CELS) to create a Transportation Safety Action Plan (TSAP) funded by the federal Safe Streets for All (SS4A) Program. This plan will address transportation disparities and concerns with a specific emphasis on High Injury Corridors (HIC) and elevate and prepare the County for SS4A implementation funding in the future. This plan will take into consideration the needs and challenges of all transportation users including pedestrians, bicyclists, public transit users, motorists, personal conveyance and micromobility users, and commercial vehicle operators. This information will be gathered through community engagement initiatives, analysis of traffic safety data, systemic safety analysis to visualize trends, equity analyses, and additional data analysis informed by the priorities that arise through community engagement. This data and outreach will inform the Final Plan which will include implementable strategies and projects that address the key safety challenges.

Understanding transportation challenges and barriers for people who live and/or work in East Multnomah County is crucial to crafting relevant and meaningful transportation safety project ideas.

Engagement Phases

Phase 1: Listen & Learn	Phase 2: Reflect & Dive In	Phase 3: Refine
Through storytelling and listening to experiences, the purpose of this phase is to gain a general understanding of East County residents’ safety concerns, needs, and visions for the future.	Provide opportunities for the public and partners to refine project and program recommendations, and to understand how their feedback during Phase 1 is informing the next steps.	Provide opportunities for the public and partners to review the draft plan.
May-November 2024	November 2024-May 2025	May-October 2025

Engagement Goals

The goals and strategies listed below will guide the project team to work with the community in East Multnomah County.

Goal 1: Understand and synthesize transportation safety concerns from residents of East Multnomah County who walk, roll, bike, drive, and take public transit and identify key themes or patterns in these challenges.

Strategies:

- Use deep and mindful listening strategies during community and partner listening sessions to ensure participants’ concerns are fully understood.
- Provide transparency around what the team is hearing, what patterns exist in the concerns being shared, and what the team plans to do with this information.
- Be mindful of gaining a wide representation of transportation users at engagement events, and if one type of user is more strongly represented, reassess engagement strategies to have a broader and more diverse reach.
- During the community workshop and virtual open house, provide opportunities for participants to interact with maps to point out specific locations of concern.
- During the community walks, encourage participants to share about how the walk area or corridor is unique in its infrastructure and challenges.
- Use crash data and HIC data to inform locations for community walks and demonstration projects.

Goal 2: Throughout the project, explain and inform participants so they understand why roadways need to change to address safety.

Strategies:

- Articulate and share the Safe Systems Approach with all engagement team members so they can explain it in each conversation and contact.
- Share safety campaign information during engagement events, using these as opportunities to raise awareness in ways people can use right away.

- Prepare talking points for project communications that make a connection between the safety issues today and potential recommendations to address them. Draw upon existing examples of traffic safety infrastructure projects.

Goal 3: Make it easy for people to participate in this process if they have questions or something to say.

Strategies:

- Attend community events where people will already be, so as not to expect people to show up for unique meetings just for this project.
- Use plain language that invites, rather than alienates, people from conversations about transportation safety.
- Provide clear channels of communication for inquiries, feedback, or questions throughout the project.

Goal 4: Create engagement environments where community members feel heard and understood around their transportation challenges.

Strategies:

- Use demographic data and CELs expertise to consider the needs of different communities including top languages spoken. Use translation and interpretation as needed so that all participants can freely express their transportation concerns.
- At each engagement event, repeat back what we are hearing and allow participants to clarify concerns or thoughts as needed.
- At each engagement event, open the event by sharing what we are hearing and understanding so far through this process.

Tracking Progress

Tracking measures are identified below to help reflect on successes in meeting the project engagement goals and to identify gaps in participation and areas for improvement in the planning process.

- Percentage of types of transportation users (i.e., pedestrians, bicyclists, drivers, etc.) who participate
- Alignment of demographic data (sex, age, disability, low-income, race/ethnicity, national origin) between participants and the affected areas
- Number of common themes and patterns that emerge
- Number of people who participate in events and activities
- Number of people in each of the cities in East Multnomah County who participate in events and activities
- Connection and correlation between crash/HIC data with stories and experiences from community members
- Surveys or follow-up conversations with feedback from community members who attend engagement events
- Types of services offered to accommodate participants (i.e., translation services)

Priority Community Audiences

The community engagement process will be tailored to reflect geographic equity priorities, based on demographic data and feedback from Multnomah County. The consultant team will review and document equity needs through an Equity Analysis, which will inform equity-related engagement priorities. The Equity Analysis will use public health and demographic data to identify concentrations of historically disadvantaged populations. This data, combined with crash data and HIC data, will be used to prioritize where engagement activities are held including community walks, community listening sessions, and mobile outreach.

The following community audiences will be important to bring into the engagement process:

- People who live and work on or near HICs
- Black, Indigenous, and other people of color
- Older adults (over the age of 65)
- Community based organizations that serve residents of East Multnomah County
- People with disabilities
- Non-native English speakers
- School administrators
- Youth
- Vulnerable roadway users (anyone who is in the right-of-way outside of a motor vehicle), including those who are unhoused.

Levels of Participation

The community engagement and participation opportunities will address a range of needs, challenges, concerns, and preferences of the community members interested in and affected by the project. Project engagement will include a combination of four levels of community participation – Inform, Consult, Involve, and Collaborate. For each of these levels, appropriate tools will be chosen to remove barriers and provide options for a variety of community members to be engaged with the project.

The four levels of participation employed in this project are:¹

- **Inform:** The goal of this level of participation is to provide the community with balanced and objective information to assist them in understanding the goals, objectives, opportunities, recommendations, and potential solutions. By employing multiple methods of communication and outreach, the project team will consider the needs of the community members who will want to briefly know about the project as well as others interested in tracking the process and staying up to date on the project. The project team will endeavor to make the project information accessible through multiple means and channels and translate to meet the needs of the community members.

Tools employed: Web updates, emails through listservs, press releases, newsletters, mailing printed materials, social media, mobile outreach.

This level of participation will be employed in project phases 1, 2, and 3

- **Consult:** The goal of this level of participation is to obtain public feedback about the concerns, priorities, and design at key points in the process. In addition to keeping the public informed, this level of engagement seeks and considers community’s opinions and perspectives.

¹ IAP2 Spectrum of Public Participation. www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf

Tools employed: Community listening sessions, virtual open house and survey, public comment through email/website and public meetings where community input is sought.

This level of participation will be employed in project phases 1 and 2

- **Involve:** The goal of this level of participation is to work directly with community members throughout the process beyond just consulting them one time and will involve multiple ongoing opportunities for engagement. The project team will seek to directly reflect various perspectives gathered in the recommendations and plans developed, explaining how their input influenced the project outcomes. Some community leaders, liaisons, non-profits, or representatives may also be interested in being directly involved with outreach activities to help gather public feedback.

Tools employed: Community workshops, community walks

This level of participation will be employed in project phases 1 and 2

- **Collaborate:** The goal of this level of participation is to work together with community members in making recommendations about specific decisions. While EMCTC will serve as the oversight committee, the project team will work to create partnerships with a variety of different community members, incorporate input throughout, and report back to let participants know the impact of their input.

Tools employed: Community workshops, EMCTC and TAC meetings

This level of participation will be employed in project phases 1 and 3

Key Partner Agencies and Organizations

The following key partner groups will be engaged throughout the TSAP process. Those invited to participate in the TAC will have a larger role in decision-making and guiding the process. The other partners and the public will be involved in providing stories, experiences, and feedback throughout.

East Multnomah Transportation Commission (EMCTC)

EMCTC is a group of elected officials in Multnomah County that work together to set transportation policy direction and funding priorities. They envision a multimodal transportation system that is safe, equitable, and enhances economic opportunities for residents of East Multnomah County. The consultant team will present to EMCTC 8 times throughout the course of the project, and topics may include project purpose and overview, data trends and findings, prioritization process, and sharing out draft solutions. The following representatives currently serve on EMCTC as voting members (additional non-voting representatives from ODOT, Metro, City of Portland and TriMet also participate in meetings) :

- Commissioner Lori Stegman (Multnomah County)
- Councilor E'an Todd (Fairview)
- Mayor Travis Stovall (Gresham)
- Councilor Sandy Glantz (Troutdale)
- Councilor Mark Clark (Wood Village)
- Tom Bouillion (Port of Portland)

EMCTC Technical Advisory Committee (TAC)

The EMCTC TAC is a group of agency representatives from Multnomah County, Gresham, Fairview, Troutdale, Wood Village, Port of Portland, ODOT, Metro, City of Portland, and TriMet. The TAC supports and advises EMCTC and will provide planning oversight and decision-making input throughout this process. The consultant team will facilitate 8 TAC meetings and topics may include project overview, engagement overview, safety analysis outcomes, benchmarking, draft goals and strategies, review of the draft action plan. There may be additional organizations invited to specific TAC meetings focused on the TSAP to provide subject matter expertise and input as appropriate.



Table 1. Partner Organizations and Groups

Agency Partners	Description
City of Gresham	Key City within East Portland boundaries; TAC member and EMCTC member
City of Wood Village	Key City within East Portland boundaries; TAC member and EMCTC member
City of Troutdale	Key City within East Portland boundaries; TAC member and EMCTC member
City of Fairview	Key City within East Portland boundaries; TAC member and EMCTC member
Port of Portland	Key agency within East Portland boundaries; TAC member and EMCTC member
Multnomah County	County staff guiding the project from the Transportation Division and Public Health; TAC member and EMCTC member
TriMet	Public transit agency; lines that serve East Portland; TAC member and EMCTC participant
City of Portland	Though not in the project area, they are working on transportation safety projects on major arterials that connect into the East County network and are leader in Vision Zero planning and implementation; TAC member and EMCTC participant
Metro	Regional government within project area. Will participate in some TAC meetings as needed.
Oregon Department of Transportation	State department of transportation; owns and maintains some roads within project area. Will participate in some TAC meetings as needed.
Racial and Ethnic Approaches to Community Health (REACH)	County public health program focused on collaborative initiatives to address Black/African immigrant and refugees, infants, youth, adults, and elder
Multnomah County Bicycle and Pedestrian Advisory Committee (BPCAC)	Citizen advisory committee representing citizens of Multnomah County regarding bicycle and pedestrian issues.
MCSO and Gresham Police	Local law enforcement
Community Organizations	Description
Bikeworks by Pear	They have been very involved in Safe Routes to School work throughout the county and likely have feedback on what they have noticed in terms of school travel
City of Gresham Youth Advisory Council	Youth group within the City, centered around peer to peer education, encouraging diversity, and community building activities.



Rosewood Initiative	Community center for East Portland residents facing systemic exclusion; offers classes, grants, events
East Portland Community Center	Though not in the project area, may serve low-income residents of the overall project area
Rockwood Community Development Corporation (CDC)	CDC in the project area focused on providing affordable housing, economic development opportunities, and access to healthcare
Mt. Hood Community College	Within project boundaries; could be useful partner for sharing information and outreach
Play East	Recreation program serving Wood Village and Fairview with an active youth program over the summer.
Play Grow Learn	Nonprofit serving marginalized youth in East Portland through job skills, health programs, and community building with a youth program during the summer at Nadaka Nature Park.
Immigrant and Refugee Resettlement Organization (IRCO)	Culturally specific programming and support for immigrant communities in the Portland Metro area.
Oregon Walks	Walking-based advocacy nonprofit in Portland area serving Oregonians and influencing statewide active transportation policy.
The Street Trust	Public policy nonprofit in Portland advocating for safer streets, transportation justice, and multimodal safety.
Verde	Organization providing environmental investments to low-income neighborhoods in Portland through community-based planning,

Engagement Strategies

The following strategies include a mix of virtual and in-person opportunities to meaningfully involve the public in the TSAP process. These strategies are intended to reach a wide audience, knowing that different settings will attract different groups of people. Community Engagement Liaisons (CELs) are an important part of the project consulting team. They are community leaders who are paid by the project to connect with other people in the community, with a focus on reaching people in demographic groups that are difficult for public agencies to reach with traditional outreach methods. CELs or other services will provide translation/interpretation services at some community events.

Table 2. Recommended TSAP Public Outreach Strategies

Outreach Strategy	Description
<p>Community Listening Sessions (5)</p>	<p>Project team members will facilitate at least 5 community listening sessions for specific equity-priority populations. The team will collaborate with CELs to develop content and structure for these sessions including specific questions, community building ideas, and how to frame the project. These sessions will be 1.5 hours in length and be held in-person in East Multnomah County. The purpose of these sessions is to gain a general understanding of the types of challenges specific populations face around transportation in the county and specific challenging locations. Facilitators may use storytelling-based prompts and active listening strategies to engage participants in listening sessions that feel accessible and honoring of their experiences and identities.</p> <p>Logistics: Groups will include 8-10 participants, to encourage participation. Potential groups for the listening sessions include non-native English speakers, people of color, people with disabilities. These groups will be invited to participate through existing organizations who work with these populations. Participants will receive \$50 gift cards.</p>
<p>Partner Listening Sessions (8)</p>	<p>The project team will facilitate at least 8 listening sessions with partner organizations to help with setting and moving towards TSAP goals. Sessions will be interactive and centered around listening for the role that attendees play in roadway safety, obstacles they imagine around implementation, and funding opportunities, and thoughts around priority areas.</p> <p>Logistics: Groups will be 6-8 people each, last an hour, and be focused on gathering a specific group, such as government groups, school district leadership, advocacy groups, and advisory groups.</p>
<p>Mobile Outreach at Community Events</p>	<p>The project team members will table at multiple community events and festivals throughout the duration of the project. This will likely take the form of setting up a table with project and safety campaign information materials. There will be information about upcoming ways to get involved as well as paper surveys and a QR code to link the public to the digital survey. Partner agencies through the TAC will assist the project team in developing a list of potential tabling opportunities and assisting in prioritizing those that may have the greatest reach for our equity focus. CELs will be responsible for suggesting any additional existing events or priorities with a focus on underserved communities and assisting with outreach to reserve tabling space. Existing events include Rockwood Block Party, Juneteenth at Vance Park, and other Safe Routes to School events.</p>

Outreach Strategy	Description
<p>Online Survey and Interactive Map (2)</p>	<p>The online survey will be a tool for asynchronous public input throughout the first and second phases of the project. The first version of the survey will ask where the respondent lives or works within East county, what modes of transportation they use, whether they experience transportation safety challenges (and what they are), and then show the respondent an interactive map of East county to ask if there are specific locations that they have concerns about and why. This survey will be woven into other strategies including at events, sent out as another option for listening session and workshop participants, as well as embedded as a QR code in many of the promotional materials. The second version of the survey will map out the priority locations and ask for feedback, stories, and experiences with those locations.</p> <p>Logistics: There will be two distinct deliverables for the survey and map. The first will be survey results from Phase 1, and the second will be survey results from Phase II.</p>
<p>Safety Education Campaign Materials</p>	<p>The project team will create and deliver an outreach campaign to raise awareness about the project and promote safety specific messaging. The purpose of these materials will be educating the public on key safety messages that will be integrated into the planning process. This will be focused primarily on outreach to equity priority communities in and near HICs. Materials will primarily be digital including social media graphics and messaging and be translated into necessary languages as outlined in the County Language Assistance Plan. Materials will be shared through existing partner agency channels including newsletters, list serves, and social media. Materials will also be brought to listening and tabling events.</p>
<p>Community Walks (3-4)</p>	<p>3-4 community walks will be held at specific locations identified as priority locations. These are streets, intersections, or corridors that have come up multiple times as safety concerns or challenges. The walks will be similar to walk audits, where the group will convene at the beginning to learn a bit about the project and introduce themselves. Then the group will walk together to observe the area, pausing at various points to discuss what we notice. It will be important for participants to share both what they notice in the built environment (infrastructure, how people are or are not following rules of the road) as well as how they feel as a pedestrian in that space. Photos will be taken to document participation and infrastructure observations. Elected officials and EMCTC members will be invited to participate with their communities in the walks.</p>

Outreach Strategy	Description
<p>Community Workshops (2)</p>	<p>Given that the listening sessions are geared toward specific populations, these workshops will be an opportunity for engagement that is open to all. It can be scaled up or down depending on the number of anticipated participants. There will be a workshop during the first and last phases. The first workshop may include small group mapping exercises to identify challenging streets and corridors, large group discussion about general transportation challenges in the county, opportunity for participants to get to know each other, and time for updates from the project team. The last workshop will be an opportunity for the project team to share the results of the planning process, what we have learned, and how it has culminated in a final plan.</p> <p>Logistics: The workshops will be 2 hours in length, held at a prominent community location, and will consider the needs of participants including transportation. Participants will sign up in advance and indicate any accessibility or other needs to be met to participate.</p>
<p>Virtual Open House (Story Map)</p>	<p>The virtual open house will be in a Story Map format to share the planning process and community feedback in a story format during Phase 2 of the engagement. It will include quotes from community members, photos from the engagement events, a map of priority locations, questions for community members to consider, and opportunities to stay involved. The purpose of this tool is to combine qualitative and quantitative data in an easy to navigate format to tell the story of how the community has been brought into this work, and inspire others to get involved.</p>
<p>Project Promotion</p>	<p>The project will be promoted throughout via the County webpage which will include upcoming engagement opportunities, the survey link, and project overview. The consultant team will develop content for county/city newsletters and email blasts when there are new engagement activities and events. The consultant team will also develop a project flyer for hanging up in businesses and schools as well as sidewalk decals and lawn signs (to be placed on HICs).</p>

Messaging and Activities

The different phases of engagement with the public and with TAC partners will be designed to correlate with safety analysis and plan development.

Table 3. Phases and Messages for Engagement

	Phase 1: Listen & Learn	Phase 2: Reflect & Dive In	Phase 3: Refine
Timing	May 2024 - November 2024	November 2024 - May 2025	May 2025 - October 2025
Objective	Through storytelling and listening to experiences, learn about East County residents’ safety concerns, especially on HIC.	Provide opportunities for the public and partners to refine project and program recommendations, and to understand how their feedback during Phase 1 is informing the next steps.	Provide opportunities for the public and partners to review the draft plan.
Activities	<ul style="list-style-type: none"> ● TAC Meeting (3) ● EMCTC Meeting (3) ● Community Workshop #1 ● Survey (v1: general) ● Project Promotion: newsletter, project flyer, press release, lawn signs, social media ● Listening Sessions ● Community Events 	<ul style="list-style-type: none"> ● TAC Meeting (3) ● EMCTC Meeting (3) ● Community Walk ● Story Map ● Community Events ● Project Promotion: sidewalk decals, newsletter, social media ● Survey (v2: feedback) 	<ul style="list-style-type: none"> ● TAC Meeting (2) ● EMCTC Meeting (3) ● Community Events ● Project Promotion: newsletter, social media ● Community Workshop #2
Key Messages: General Public	<p>We want to make it safer to move around East County and invite you to tell your story and help identify solutions.</p> <p>What are your traffic safety experiences? What does traffic safety mean to you? Your neighborhood is shown as a High Injury Corridor. Do you see this? What experiences do you have around this – tell us what it’s like.</p>	<p>This is what we’ve heard so far from you, and what we’ve learned from the data. Did we get it right? What else do we need to know?</p> <p>These are the types of safety improvements that could address the issues. What types of changes would you support?</p>	<p>Here is how we are understanding safety challenges and priorities in East Multnomah County. Here is how we have utilized your feedback and stories to inform the plan and here is how the plan can inform the future of transportation.</p>
Key Messages: TAC/Partners	<p>Review High Injury Network, range of potential solutions we will consider.</p>	<p>We have identified these top locations based on public input and crash data. Given the integrated street network, having one safety goal for all agencies is important – what should that goal be?</p>	<p>This is the plan we hope will get adopted by the county and cities. Here is how this plan fits in with the potential next steps around implementation.</p>

Community Engagement Schedule

Table 4. Community Engagement Activities, Roles, and Timeline

Engagement Activity	Steps	Dates	Lead
8 Partner Listening Sessions	Develop questions and format for sessions	May 2024	Alta
	Outreach to partners	June 2024	Multnomah County staff team
	Schedule listening sessions	June 2024	Alta
	Host listening sessions	July-Sept 2024	Alta and Multnomah County staff team
5 Community Listening Sessions	Identify equity-priority groups for listening sessions	May 2024	CELs, Multnomah County staff team
	Develop format and questions for sessions	June 2024	Alta
	Schedule listening sessions	June 2024	Alta
	Outreach and invitations to community groups	July 2024	CELs
	Host listening sessions	August-Oct 2024	CELs and Alta
Mobile Outreach	Identify community events and outreach opportunities	May 2024	Multnomah County
	Develop outreach materials	June 2024	Alta
	Attend community events	June 2024-Oct 2025	CELs
2 Online Surveys	Draft survey v1	June 2024	Alta
	Launch survey v1	July 2024	Multnomah County
	Analyze survey results	September 2024	Alta
	Draft survey v2	December 2024	Alta
	Launch survey v2	January 2025	Multnomah County
	Analyze survey results	March 2025	Alta
Safety Education Campaign	Identify top safety messages	May 2024	Alta
	Develop campaign materials	June 2024	Alta
	Launch campaign	June 2024	Alta

Engagement Activity	Steps	Dates	Lead
3 Community Walks	Identify priority locations for community walks	December 2024	Alta
	Schedule and plan structure for community walks	January 2025	Alta
	Invite community partners	February 2025	CELS
	Host community walks	March 2025	Alta and Multnomah County
2 Community Workshops	Plan community workshop #1	June 2024	Alta
	Conduct outreach for community workshop #1	July 2024	CELS
	Host community workshop #1	September 2024	Alta and Multnomah County
	Plan community workshop #2	June 2025	Alta
	Conduct outreach for community workshop #2	July 2025	CELS
	Host community workshop #2	September 2025	Alta and Multnomah County
Project Promotion	Develop and begin to monitor communication channel for project inquiries	May 2024	Multnomah County
	Develop promotion material designs	May 2024	Alta
	Identify locations for materials and partners to share materials with	June 2024	CELS
	Order promotion materials	July 2024	Alta
	Share promotion materials	August 2024	Alta and CELS
Virtual Open House (Story Map)	Plan for Story Map, collect quotes, data, and stories	November 2024	Alta and Multnomah County
	Build Story Map	December 2024	Alta
	Share Story Map	January 2025	Alta and CELS