

To: MaryJo Andersen, Multnomah County
From: Alta Planning + Design
Date: May 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 document defines the strategy and approach for engaging the community in the planning process. The specific strategies, tactics, and schedule for implementing the strategy will be reviewed before each phase of engagement and may be adjusted 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 consultants Alta Planning + Design 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 learn about and refine goals and project and program recommendations, and to understand how their feedback during Phase 1 contributed to these recommendations.	Provide opportunities for the public and partners to review the draft plan.
June-September 2024	March-April 2025	July- August 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.
- 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 activities¹
- 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)

¹ Generally public surveys are not statistically significant. A sample size of 200+ generally provides a robust amount of quantitative and qualitative information. Demographic data can be used to gauge how representative the sample size is to the broader community.

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, many of which are intersectional, 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 including faith-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 and organizations who represent them.

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:²

- **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

² IAP2 Spectrum of Public Participation. www.iap2.org/resource/resmgr/pillars/Spectrum_8.5x11_Print.pdf

- **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.

Tools employed: 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: Public events, 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: Listening Sessions, CBO presentations, EMCTC and TAC meetings

This level of participation will be employed in project phases 1, 2, 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 up to 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 up to 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.

DRAFT

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 with 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. Partner on engagement strategy, publicizing input opportunities, and tabling at existing events.
Multnomah County Bicycle and Pedestrian Advisory Committee (BPCAC)	Citizen advisory committee representing citizens of Multnomah County regarding bicycle and pedestrian issues. Multnomah County project team staff will provide quarterly updates and consultant team will lead 1-2 listening sessions/ presentations.
MCSO and Gresham Police	Local law enforcement. Consultant team will schedule 1-2 interviews or listening sessions with a group to coordinate about project priorities and recommendations.
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
ACHIEVE Coalition	Action Communities for Health, Innovation and Environmental Change) Coalition is a group of multisectoral partners who have a collective vision of ending health inequities in chronic diseases for African-Americans and African immigrants/refugees in Multnomah County.
The Ethiopian and Eritrean Cultural and Resource Center (EECRC)	Empowers Ethiopians, Eritreans and other Africans refugees and immigrants by providing culturally appropriate services and resources that promote self-sufficiency, integration, and success. They provide access to education, healthcare, employment, housing, legal services, and other essential resources that help community members to integrate into their new culture and system.
North by Northeast Community Health Center	North by Northeast Community Health Center is the only medical clinic in Oregon devoted to African American/Black health. We exist to improve health outcomes and advance health equity by offering primary care services and health education and promotion focused on the African American/Black community.
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,
Home Forward, Street Roots	Community-based groups who work with the unhoused

DRAFT

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 connect with their networks, 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 event and for our materials.

All materials will be translated into appropriate languages as outlined in the County Language Assistance Plan, likely including project information in Spanish, Vietnamese, Russian, and Chinese (including Cantonese and Mandarin). Traffic Safety Campaign info will be provided in Ukrainian, Somali, and Arabic. CELs assisted with determining the appropriate languages and scale of effort for the project.

Table 2. Recommended TSAP Public Outreach Strategies

Outreach Strategy	Description
<p>Community Listening Sessions (5)</p>	<p>CELs 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>Listening Sessions will include:</p> <ul style="list-style-type: none"> • Spanish • Vietnamese • Russian <p>Chinese English, focused on renters, people with disabilities, transit riders</p> <p>Logistics: Groups will include 8-10 participants, to encourage participation.. These groups will be invited to participate through existing organizations who work with these populations and by the CELs recruitment. Participants will receive \$50 gift cards, distributed by CELs. CELs will follow up with each participant during Phase 2.</p>
<p>Equity-Priority Community-Based Group Presentations (5)</p>	<p>CELs will present basic project information, promote engagement opportunities, and answer questions about the project at existing community-based group gatherings to connect with harder to reach communities.</p> <p>Logistics: Groups would include: churches, advocacy group, social services, and language-specific communities. CELs would provide \$100 contributions for each participating organization to honor the time they spend organizing on our behalf. Phase 1 and 2.</p>

Outreach Strategy	Description
<p>Canvassing</p>	<p>CELS will canvass high crash corridors to recruit for the listening sessions and promote the survey.</p>
<p>Partner Listening Sessions (10)</p>	<p>Alta will facilitate 10 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, local law enforcement, school district leadership, advocacy groups, and advisory groups. We will conduct 5 listening sessions in Phase 1 and 5 follow-up sessions in Phase 2.</p>
<p>Interviews (6)</p>	<p>The project team will conduct informal interviews with key partner agency or CBO staff to discuss specific locations, safety concerns, or project ideas. Interviewees may not be available for a larger group meeting or may have limited time to participate in project activities.</p>
<p>Mobile Outreach at Community Events (9+)</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, assisting in prioritizing those that may have the greatest reach for our equity focus, and bringing TSAP materials to their agency’s events. 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:</p> <ul style="list-style-type: none"> ● Juneteenth at Vance Park- June 19 ● Wood Village Night Out July 19 ● Rockwood Rock the Block Party August 23-24 <p>Logistics</p> <p>Alta staff will support strategy and produce materials for tabling.</p> <p>CELS staff are available for 9 events, assumes 4 hours each</p> <p>Remaining events will be staffed by Multnomah County staff or other project partners. REACH staff have indicated they are available to attend events to represent the project.</p> <p>Tracking Spreadsheet to identify logistics for events and decide which other events to attend.</p>

Outreach Strategy	Description
<p>Community Walk</p>	<p>A community walk will be held at a priority location during an existing community event, such as Rock the Block, ideally in partnership with local organizations, such as Oregon Walks or REACH, to reach their networks. The walk will be organized to visit streets, intersections, or corridors that have safety concerns or challenges. 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>
<p>Online Survey + Interactive Map</p>	<p>The online survey will be a tool for asynchronous public input throughout the first phase of the project. 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.</p>
<p>Virtual Open House</p>	<p>The online engagement in the second phase of the project will map out project and program recommendations and ask for feedback, stories, and experiences with those locations. This “Virtual Open House” style site will share the planning process and community feedback in a story format. 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 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 lawn signs (to be placed on HICs).</p>

Outreach Strategy	Description
Safety Education Campaign Materials	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.

DRAFT

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	June 2024 – September 2024	March- April 2025	July- August 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"> ● Survey and interactive map ● Tabling at Community Events ● Community and Partner Listening Sessions ● Canvassing ● Community Walk ● CBO Presentations ● Project Promotion: website, listserv sign up, newsletter, project flyer, press release, lawn signs, social media, safety campaign materials communications packet (“Tabling in a Box”) ● TAC Meetings ● EMCTC Meetings 	<ul style="list-style-type: none"> ● Virtual Open House ● Tabling at Community Events ● Partner Listening Sessions ● CBO Presentations ● Project Promotion: Updated website, listserv sign up Flyer, newsletter, social media ● TAC Meetings ● EMCTC Meetings 	<ul style="list-style-type: none"> ● Community Events ● Follow-up emails to partners ● Project Promotion: updated flyer, website, listserv sign up newsletter, social media ● TAC Meetings ● EMCTC Meetings

	Phase 1: Listen & Learn	Phase 2: Reflect & Dive In	Phase 3: Refine
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. 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>Based on what we heard from you, these are our transportation safety goals. Do these work towards the transportation system you want to see?</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 priority locations and themes 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>These are our project and program recommendations. What did we miss?</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: Phase 1

Table 4. Community Engagement Activities, Roles, and Timeline

Engagement Activity	Steps	Dates	Lead
Phase 1 Partner Listening Sessions (5)	Develop questions and format for sessions	June 2024	Alta
	Outreach to partners	June-July 2024	Multnomah County staff team + Alta
	Schedule listening sessions	June-July 2024	Alta
	Host listening sessions	August-Sept 2024	Alta and Multnomah County staff team



Engagement Activity	Steps	Dates	Lead
5 Community Listening Sessions	Identify equity-priority groups for listening sessions	May 2024	CEs, Multnomah County staff team
	Develop format and questions for sessions	June-July 2024	Alta and CEs
	Schedule listening sessions	June-July 2024	Alta
	Outreach and invitations to community groups	July 2024	CEs
	Host listening sessions	August-October 2024	CEs and Alta
Mobile Outreach (events, canvassing, CBO presentations)	Identify community events and outreach opportunities	May-June 2024	Multnomah County
	Develop outreach materials	June-July 2024	Alta
	Attend community events	June-September 2024	CEs + Alta + Multnomah County
Online Survey	Draft Phase 1 Survey	May-June 2024	Alta
	Launch Phase 1 Survey	July 2024	Alta and Multnomah County
	Analyze Phase 1 Survey	September 2024	Alta
Safety Education Campaign	Identify top safety messages	June 2024	Alta
	Develop campaign materials	July 2024	Alta
	Launch campaign	August 2024	Alta
Project Promotion	Develop initial simply flyer for June events	May 2024- ready June 15	Alta
	Develop and begin to monitor communication channel for project inquiries	June 2024	Multnomah County
	Develop promotion material designs	May-June 2024	Alta
	Identify locations for materials and outreach channels	June 2024	CEs, Multnomah County, Alta
	Order promotion materials	July 2024	Alta
	Share promotion materials	July 2024	Alta and CEs