

Summer Outreach Summary

Range of Bridge Types for East Span

September 2024





SUMMER 2024 OUTREACH SUMMARY

Range of Bridge Types for East Span

Overview

In summer 2024, the Earthquake Ready Burnside Bridge Project conducted extensive public outreach, to get feedback on the east span bridge type of the new Burnside Bridge. This marked a major milestone for the project as it entered the Design Phase.

From June through July 2024, the project team hosted a series of outreach activities to get the community involved and encourage participation in the project’s online open house and survey. This document summarizes the activities performed and feedback the County received from the community.

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PUBLIC INVOLVEMENT GOALS

The following goals have guided the project team throughout the project.

Education, Transparency and Solution Focused

Build awareness of the important role this project plays in regional resilience and emergency preparedness, through regular and consistent communication. Build authentic relationships by thoroughly considering interests, issues and concerns in project solutions. Ensure input is valued, and transparently communicate how decisions are made.

Accessible, Inclusive and Culturally Responsive

Provide equitable and accessible opportunities for community and stakeholders to influence and shape the project by reducing participation barriers in ways that are culturally responsive and create influence. All input opportunities are meaningful, purposeful, seek out those who may be impacted and offer diverse ways for all people to participate in project conversations.

Community Benefit and Industry Readiness

Seek opportunities to identify and achieve direct transportation benefits for historically underserved communities and provide information and engagement opportunities to the contracting community about working on the project.

Coordination, Commitment and Agency Alignment

Engage and coordinate with other jurisdictions and county departments to achieve informed public involvement, agency commitment and alignment for an Earthquake Ready Burnside Bridge in the future.

20+	Briefings to agencies, individuals, and organizations
19	Diversity, Equity and Inclusion organizations reached
31K+	Online open house visitors
19K+	Survey responses
7	In-language translations of the online open house and materials
90+	OMSI panel attendees
560+	Tabling event participants
40+	Breakfast on the Bridge attendees
2	Webinars
119K+	Social media reach
3,408	Project e-newsletter recipients
7	Videos and animations
25	News releases, e-newsletters and news articles
2	Banners over the Burnside Bridge

KEY FINDINGS OVERVIEW

The County received broad input encompassing a large range of perspectives. This report summarizes themes identified in this feedback.

Key findings include:

- Strong support for both the cable stay and tied arch bridge types with slightly more preference for the tied arch.
- Four sub-options fell within 1000 votes of one another for first preference (V Tower, Inverted-Y Tower, Basket-Handle Arch and Unbraced Vertical Arch).
- Clear interest in building a new bridge that is unlike other downtown bridge designs. For example, the least amount of interest was in the Braced Vertical Arch sub-option which is like the Fremont Bridge and the Goalpost Tower sub-option which is like the Tilikum Crossing.
- Survey respondents said they appreciated the amount of information shared on the online open house. They felt well-informed and appreciated feeling part of the decision-making process.
- Some respondents suggested that Portland should have a unique bridge and emphasized the importance of the bridge as a historic landmark.
- Some comments emphasized the importance of safety or durability for any of the bridge options, specifically around earthquake safety, as well as durability of the bridge over the bridge’s lifespan.
- Some comments emphasized the need for the bridge to fit in with the character of the city and its surroundings.



SUMMER 2024 OUTREACH SUMMARY

Range of Bridge Types for East Span

Public Outreach and Engagement Activities

The project team hosted a number of events and activities to engage the public and activate a broad range of community groups.

A NIGHT OUT WITH THE BURNSIDE BRIDGE TEAM

On Thursday, July 11 from 6:00-8:00 p.m. the project team hosted a special event at OMSI in S.E. Portland. The live panel discussion, designed to give the community an opportunity to ask questions of project team leaders, drew near 100 attendees. Refreshments were served and informational handouts on the project’s online open house and survey were given out to those who attended.

The audience was very engaged and represented a wide range of voices. Key interests and themes included:

- Bridge constructability, cost and design features like the operator towers.
- Potential impacts and street closures during construction to neighboring areas like the freeway, railroad and Burnside Skatepark.
- Interest in the durability of the bridge during an earthquake and various design and construction considerations in terms of earthquakes, such as building around liquefiable soils and into bedrock, resiliency of the movable span and bridge approaches.



Community members asked questions of project leaders during the live panel



Project team members respond to questions during the live panel

BREAKFAST ON THE BRIDGE

The Earthquake Ready Burnside Bridge Project partnered with local organization Breakfast on the Bridges, for complimentary coffee and donuts on Friday, July 12 from 7:00-9:00 a.m. Early bike and pedestrian commuters stopped by the pop-up station on the east side of the bridge. Project team members were available to answer questions and share information about the project. The event drew more than 40 people, as well as press coverage.



Breakfast on the Bridge event



BRIEFINGS

From June through August 2024, the project team conducted more than 20 briefings with community organizations, individuals and agencies. The intent of the briefings was to keep stakeholders and interest groups up-to-date and engaged with the project, continue to build meaningful relationships and gather community input to inform the project and bridge type selection.

Those interested, could request a project briefing via emails and phone calls. The project spread the word about briefing opportunities through emails, newsletters and the project website.

Generally, the project presented:

- Project overview, purpose and timeline
- Range of bridge type design options available for public input
- Outreach activities and ways to provide input

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

- Transportation
- Social services
- Diversity, Equity and Inclusion and BIPOC communities
- Neighborhoods and residents
- Right of way and property owners
- Businesses
- Visual aesthetics and urban design
- Parks and community spaces and recreational activities
- Local, regional, state and federal agencies and elected officials

Below is a summary of the most frequently asked questions and interests:

- Interest in lighting the bridge to add visual interest and color without the maintenance costs of painting while designing it to minimize light pollution.
- Concern for impacts to the area during construction like business access, Burnside Skatepark, Portland Saturday Market, Japanese American Memorial Plaza, parking under the west approach and intermittent I-5 and railroad closures.
- Interest in pedestrian-friendly environments near active downtown buildings and businesses during construction to support the local businesses.
- Note that the Center for Tribal Nations campus will be constructed near OMSI around the same time as the bridge construction, along with the construction of the Rose Quarter and Interstate Bridge Replacement projects.
- Questions about seismic resiliency of the bridge types, other bridges in downtown Portland and the buildings surrounding the bridge.
- Questions about cost differences of the six options for construction and maintenance.
- Questions about detour routes and concern for bus detours specifically.
- Interest in historical preservation efforts for the current bridge.

- Questions about the cross section of traffic lanes including the potential future streetcar line, ADA connections to the Eastbank Esplanade and Tom McCall Waterfront Park and why eastbound bus traffic is prioritized over the bridge.
- Interest in potential ferry detours and general ferry service.
- Design preferences for both the cable stay and tied arch, but interest in having a unique bridge regardless of the type.

WEBINARS

The project team hosted two public webinars from the Burnside Bridge operator tower on Thursday, July 11 from noon-1:00 p.m. and Tuesday, July 16 from 5:30-6:30 p.m. The purpose of the webinars was to provide a virtual option to learn about the project and the various bridge type options under consideration, provide an opportunity to meet project team members, ask questions and get answers in real-time.

The webinars were hosted on Zoom, recorded and posted to the project website within 48 hours following each event to allow for greater accessibility. A total of seven participants joined the webinars.



Webinar live from the Burnside Bridge operator tower

Key questions included:

- Are there considerations about the old buildings on the west end coming down and blocking the bridge during an earthquake?
- If we're anticipating the bridge closure in early 2027, how long do we expect the Burnside Skatepark to be closed?
- How is this project being funded?
- How does a final decision get made for this bridge type selection?
- How will the new bridge interact with river traffic?
- Why are the arches on the east side of the river rather than in the middle?

[Recordings of the webinars](#) are available to view on the project's website.

TABLING EVENTS

The project team tabled at four community events throughout June and July 2024 to encourage people to visit the online open house and take the survey to share feedback about the different bridge design options.

The project team tabled at the following events:

- June 29, Portland Saturday Market
- July 1, Come Thru Market
- July 13, Portland Saturday Market
- July 27, Gresham Farmers Market



EQRB table at the Come Thru Market

Over the four tabling events, the project team interacted with more than 560 visitors, answering questions and encouraging participation in the online survey.

In general, the public impression of the project and this phase of engagement was positive. Many of those who walked by the table were interested in viewing the bridge types on the poster boards and taking photos of the QR code that linked to the online open house, even though they did not always stop to speak to project staff.

Overall, conversations with visitors showed:

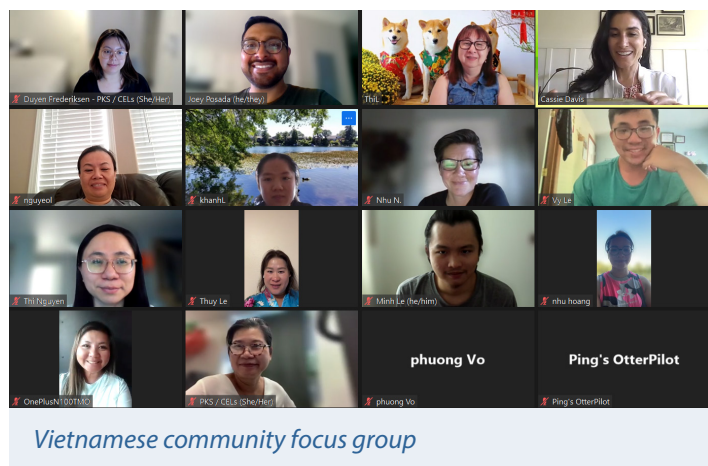
- Support for the two main bridge types was roughly equal.
- Some felt the tied-arch design was a “boring” design when expressing interest for the cable stay bridge type.
- There seemed to be a lot of support for the V tower and Inverted-Y cable stay bridge types from conversations with visitors.
- The project team was asked about what aspects of the existing bridge might be saved, with strong interest from the public to save components of the operator towers and the project’s ability to incorporate colors of the current bridge into the design.
- Many visitors shared they would prefer a bridge that looks unique from the other bridges on the downtown waterfront.

DIVERSITY, EQUITY & INCLUSION (DEI) OUTREACH

Multnomah County, in collaboration with the Community Engagement Liaisons (CELs) Program, focused on strengthening relationships and engaging with communities that are currently and historically underserved and underrepresented within Multnomah County. Multnomah County emphasized the need for diverse and adaptable outreach methods to ensure culturally appropriate engagement across communities.

The liaisons worked with 10 different community groups during the public comment period, including:

- Black and African American
- Native American and Indigenous
- Vietnamese
- Chinese
- Latinx
- Japanese
- Arabic
- Russian
- Ukrainian
- Somali



In addition, the project team provided language translations and interpretations of the online open house and survey in Vietnamese, Chinese, Spanish, Japanese, Arabic, Russian and Ukrainian.

Each liaison worked with their respective communities to employ the most suitable activities and tools, including virtual discussion groups and social media.

OUTREACH METHODS

	Phone, Zoom briefing or focus group	Community organization outreach	Business phone canvassing/ flyers	Social media
Black and African American	X	X	X	X
Native American	X	X	X	X
Arabic	X	X	X	X
Chinese	X		X	X
Japanese	X	X	X	X
Vietnamese	X	X	X	
Latinx	X	X	X	X
Russian	X	X	X	X
Ukrainian	X	X	X	X
Somali	X		X	X

Through these varied outreach methods, the liaisons successfully recruited 120 community members for focus groups, detailed below. Additionally, 249 survey respondents participated in one of the translated survey sites and/or heard about this survey through the liaisons directly. The findings of the survey will be discussed in the online open house and survey section below.

FOCUS GROUPS

The project team, in collaboration with the CELs Program, conducted virtual focus groups with historically underserved and underrepresented communities to collect direct feedback on the bridge types. These focus groups provided an interactive space for exchanging information and opinions, ensuring that community voices were heard and incorporated into the bridge design process.

Each focus group session lasted approximately one and a half hours and included about 10-15 participants. The project team and liaisons adapted materials from the online open house and survey questions to explain the project to participants and gather feedback. Liaisons facilitated the sessions, with two project team members present to support, take notes and answer questions. Participants received a \$50 gift card for their time and participation.

Focus group participants were asked questions similar to the online open house survey. Below is a summary of key themes heard across all the focus groups per question.

1. Which bridge type do you feel would be the best option for our city?

- Most participants preferred the cable stay bridge type.
- All Arabic-speaking and most Ukrainian, Black/African American, Chinese, Latinx, and Russian community participants preferred the cable stay.
- Most Vietnamese participants preferred the tied arch bridge.
- Japanese and Indigenous participants were evenly split in their preferences.

2. What impacted your decision in selecting the tied arch bridge type?

- Most participants who chose the tied arch bridge option cited its unique design, perceived durability and safety. Beyond safety, factors including material, uniqueness and context and overall design played a significant role in their choice.
- The Vietnamese, Russian and Black/African American communities appreciated its simplicity and perceived safety.
- Chinese and Japanese participants valued its style and integration with Portland's existing architecture.
- Latinx, Indigenous and Ukrainian participants were drawn to the style and shape, though Indigenous participants raised concerns about the material and the design's cohesion with the surrounding environment.
- Arabic and Somali participants did not comment on the tied arch as this was not their preferred bridge type.

3. For those who did not pick the tied arch bridge, is there a reason that the tied arch bridge is not your main choice?

- Most participants who did not choose the tied arch bridge often preferred the cable stay option for its uniqueness and better cohesion with the area. Some also felt the tied arch's design did not fit well with Portland's urban setting or lacked distinctive visual appeal.
- The Vietnamese, Black/African American and Chinese communities expressed concerns about the tied arch design not aligning well with Portland's urban landscape.
- Japanese, Indigenous and Latinx participants favored the cable stay for its contemporary design.
- Russian participants felt the tied arch design looked dated and wanted something more modern.
- Arabic-speaking participants felt the cable stay would offer a better user experience.

4. If you had to pick your preferred design for a tied arch, which is your most preferred option?

- Among those who favored the tied arch, the unbraced arch sub-option was the top choice due to its perceived safety, unique design and user experience.
- The Vietnamese and Russian communities appreciated its open feel.
- The Black/African American community preferred the braced vertical arch for its perceived safety.
- Chinese and Japanese participants also preferred the braced vertical arch.
- Latinx and Indigenous communities preferred the braced basket-handle arch for its unique aesthetics, particularly its resemblance to cultural basket weaving.
- Both Vietnamese and Somali participants did not choose the tied arch option.

5. What characteristics most impacted your rankings for the tied arch?

- Most participants said that style, views and user experience when crossing the bridge were the most important factors in ranking the tied arch.
- Vietnamese participants prioritized openness and simplicity.
- Black/African American, Chinese, Japanese and Indigenous communities focused on unique visual impact and overall design.
- Ukrainian and Russian participants emphasized style, views and user experience when ranking their preferred bridge types.
- Somali and Arabic groups did not choose tied arch.

6. Do you prefer a shorter or longer span for the arch options?

- Most participants preferred the longer span of the bridge options for its visual impact and better integration with the cityscape.
- This preference was consistent among the Arabic-speaking, Vietnamese, Black/African American, Chinese, Japanese, Latinx, Somali, Russian, Ukrainian and Indigenous communities.

7. What impacted your decision in selecting the cable stay bridge type?

- Most participants chose the cable stay for its height, uniqueness, user experience and potential to become a city landmark.
- Arabic-speaking and Black/African American participants appreciated its visual appeal.
- Vietnamese participants liked its resemblance to iconic structures like the Golden Gate Bridge.
- Chinese, Ukrainian, Russian, Somali and Japanese participants valued its modern design and impact on city views.
- Indigenous participants saw one of the sub-options as a fitting cultural symbol, particularly its representation of basket weaving with the cables.
- Black/African American participants valued its distinctive, modern design. Latinx participants felt it blended well in the downtown context.
- Chinese participants were open to both the cable stay and tied arch designs, with a preference for the cable stay's visual appeal.

8. For those who did not pick the cable stay bridge, is there a reason that it was not your main choice?

- Most participants who did not select the cable stay bridge often found it less aesthetically appealing. Some participants expressed concerns about the cable stay bridge clashing with existing architecture and its visual impact.
- Vietnamese, Black/African American, and Indigenous participants raised concerns about its modern look and design integration, preferring the tied arch for its better fit with downtown Portland's aesthetic.
- Ukrainian, Chinese, Latinx, and Russian participants mentioned that aesthetics and overall appearance were reasons for choosing the cable stay.
- Japanese participants felt the cable stay design was too common of a design to the Tilikum Bridge.
- All Arabic and Somali participants chose the cable stay design.

9. If you had to pick your preferred design for a cable stay, which is your most preferred option?

- Most participants preferred the Inverted-Y and V Tower designs for the cable stay bridge.
- Arabic-speaking participants preferred the V Tower for its city views.
- Vietnamese and Black/African American participants also favored the V Tower.
- Chinese, Arabic, Ukrainian and Japanese participants had varied preferences between the V Tower and Inverted-Y designs.
- Latinx and Indigenous participants appreciated the Inverted-Y and V Tower designs for their distinctive appearances.
- All participants in the Somali and Russian focus groups favored the different designs equally.

10. What characteristics most impacted your rankings for the cable stay?

- Most participants valued uniqueness, style and user experience. Some participants also wanted to ensure that the bridge allowed for better views of the city.
- Arabic-speaking participants favored the views from this design and its modern look.
- Vietnamese, Latinx, Russian, Somali and Ukrainian participants prioritized style, uniqueness and openness.
- Black/African American, Chinese, Japanese, and Indigenous communities were drawn to the unique visual impact and overall design of the cable stay bridge.

11. Please include other comments, statements or questions that are not stated above.

- Additional concerns included environmental impact, safety features and funding.
- Arabic-speaking participants emphasized suicide prevention measures.
- Vietnamese, Ukrainian and Russian participants inquired about cost and timeline.
- Black/African American participants suggested colorful materials.
- Chinese participants inquired about bridge height considering large vessels.
- Japanese, Indigenous and Somali participants focused on safety and durability.

ONLINE OPEN HOUSE AND SURVEY

The online open house and survey publicly launched on July 1, 2024, and remained available to the public through July 31, 2024. The online open house and survey was available in eight languages. This platform allowed participants to learn about the project’s progress in addition to reviewing and providing their input on the two bridge types for the east span. Each bridge type included three sub-options for each type. Participants were asked to select their preferred bridge type along with ranking their preferred bridge type sub-options. Visitors could explore these options through renderings, photo sliders, image carousels and video animations.

31,845 users visited the site and the County received 19,411 survey responses. The survey included a mix of qualitative and open-ended questions on the bridge options. The survey also included travel mode and demographic questions.

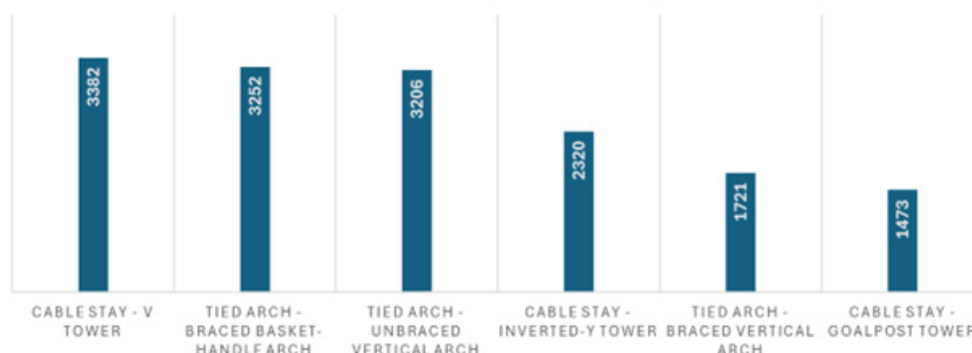
This engagement tool was a self-selected opportunity, and the results are not intended to be statistically representative of Multnomah County as a whole. The project team notified the public of this opportunity through various notification channels outlined in the Press and Notifications section of this report.



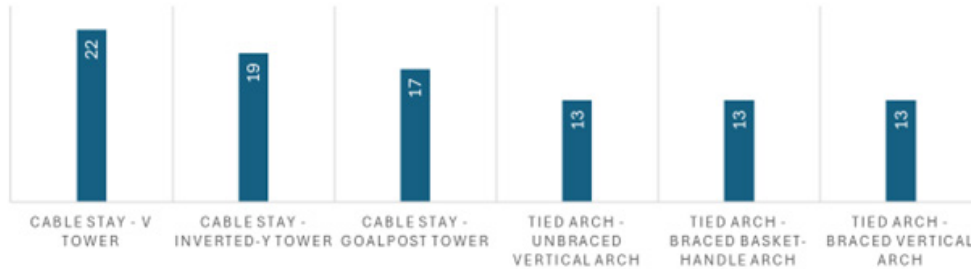
Key Findings:

- Bridge preference: 54.6 percent of respondents preferred the tied arch bridge type compared to 45.4 percent for cable stay.
- Four sub-options were very close in terms of public preference: of the 19K+ survey responses, four bridge type sub-options fell within 1,000 votes of each other in terms of number one preference: V Tower, Inverted-Y Tower, Basket-Handle Arch and Unbraced Vertical Arch.
- For those who chose **tied arch** as their preferred option:
 - ➔ Top reasons included form/profile, style/character, context and uniqueness.
 - ➔ The most popular sub-option was the Braced Basket-Handle followed closely by the Unbraced Vertical Arch with only 46 fewer number one votes.
 - ➔ 62 percent preferred the longer versions of the Braced Basket-Handle and Braced Vertical Arch compared to 38 percent for the shorter versions.
- For those who chose **cable stay** as their preferred option:
 - ➔ Top reasons included style/character, uniqueness, form/profile and views.
 - ➔ The most popular sub-option was the V Tower followed by the Inverted-Y and then the Goal Post.

ALL BRIDGE SUB OPTIONS RANKED FIRST



ALL BRIDGE SUB OPTIONS RANKED FIRST FOR IN-LANGUAGE AND CEL FOCUS GROUP PARTICIPANTS



SURVEY RESULTS AND COMMENT THEMES

More than 19,000 participants answered at least one survey question. The first survey question was required while the rest were optional, resulting in varying response counts. Results for questions related to respondents' preferred bridge type are shown in Exhibit 1. A small percentage of respondents also provided comments on their non-preferred bridge type. Those results are available in Appendix A.

Percentage results and counts for quantitative, closed-ended questions are sorted from highest to lowest. A random sample of 380 comments for each open-ended question were analyzed and categorized by theme, meeting a 95 percent confidence interval and five percent margin of error. However, the margin of error for individual open-ended questions is even less than five percent given that not every survey respondent provided written comments. Comment themes and descriptions are also sorted by frequency from highest to lowest. Themes mentioned in at least five percent of comments or more are included in this report.

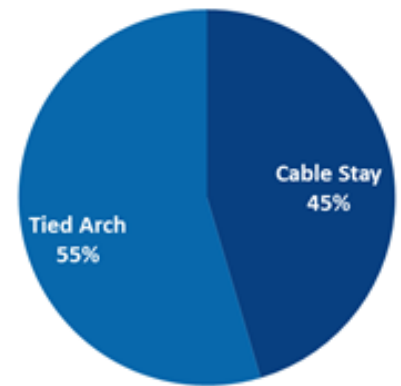


Exhibit 1: Preferred bridge type from survey participants

After reviewing the information on the two east span bridge types, which bridge type do you feel would be the best option for our city?

Value	Percent (%)	Count
Tied Arch ★	54.6	10,494
Cable Stay	45.4	8,740
	Total	19,234

PREFERRED TIED ARCH

What impacted your decision in selecting the tied arch bridge type? Select up to four.

Value	Percent (%)	Count
Form/Profile (overall shape) ★	55.3	4,595
Style/Character (cable stays are more modern/sleek; tied arches are more traditional)	49.3	4,103
Context (how well it fits into its surroundings)	49.1	4,087
Uniqueness (provides a distinctiveness to Portland and from other downtown bridges)	38.2	3,179
Views (from various vantage points)	37.5	3,119
Height (cable stay = higher; tied arch = shorter)	32.4	2,693
Material (cable stay = concrete tower with cables; tied arch = weathering steel arch ribs)	21.3	1,774
Experience (the user experience when traveling over it, under it or near it)	24.9	2,068
Focus (cable stay tower(s) draws a more singular focus further east; tied arch holds a broader focus from over the river to the east side)	20.6	1,713

Are there other reasons why you prefer the tied arch bridge type to the cable stay bridge type for the east span of the new Burnside Bridge?

Top Comment Themes:

- **Aesthetic preference and classic style**
 - Many simply preferred the tied arch saying things like “looks better” or “aesthetics” without providing additional reasoning.
 - Some said it looked more classic, elegant and simpler than the alternative.
 - A few preferred the look of the weathered steel.
- **Unique landmark**
 - Many said the tied arch is more unique because there is already a cable stay bridge nearby (the Tilikum Bridge).
 - Some said it would provide variety and stand out among other bridges.
 - Some said it pairs well with the Fremont Bridge.
- **Fits surrounding context**
 - Many said the tied arch blends in better with the surrounding buildings and architectural context, especially on the east side.
 - Some said it simply feels more Portland.
 - Some said it complements and fits in well with the other bridges in Portland.
 - A few said the smaller structure is more like the current Burnside Bridge and respects the historic character.

- **Disliked the cable stay**

- Many said they chose tied arch simply because it was better than or that they disliked the cable stay.
- Many said they didn't want another repeat of the cable stay Tilikum Bridge, either because they didn't like it or because a second cable stay would detract from the Tilikum Bridge's iconic status.
- Some said the cable stay option is too tall and out of scale with its surroundings.

- **Fewer impacts to views**

- Many said the tied arch has a more open look and the smaller size would lessen impacts to existing views for people on and off the bridge.
- Some specifically mentioned fewer impacts to views of the White Stag sign on the west side.

- **Smaller Scale**

- Many simply preferred the tied arch because it is a shorter structure without providing additional explanation.
- Some said they preferred the lower profile saying it is more similar to the current Burnside Bridge.

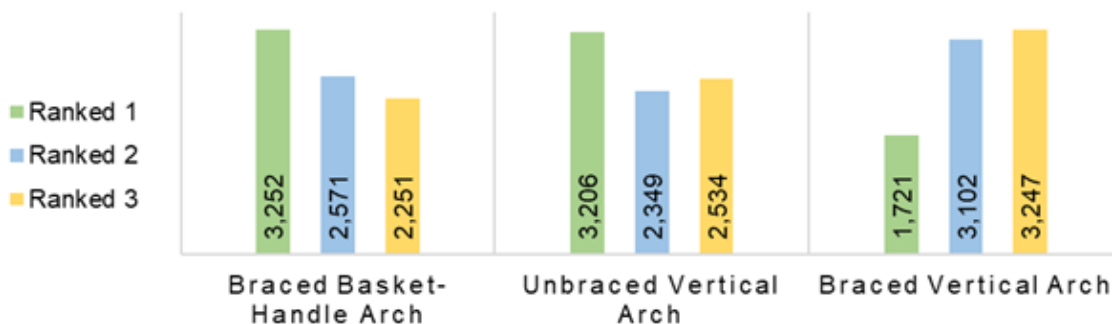
- **More comfortable user experience**

- Some said the curves of the tied arch felt more comfortable and inviting for users to travel over.
- Some said the smaller size would be a preferable experience for pedestrians and cyclists using the bridge.
- A few said the pattern of shadows and sunlight made it more interesting for users.

- **Perceived as safer and more durable**

- Some said the tied arch feels safer and more durable without providing additional explanation.
- Some said it feels safer and more durable because it's a familiar and proven shape.
- Some felt that arches would be better able to withstand wind and weather.

The Tied Arch bridge concept has multiple sub options. Please place the sub options below in order of preference from most preferred (1) to least preferred (3).



**Which characteristics most impacted your rankings of the tied arch sub options?
Select up to three.**

Value	Percent (%)	Count
Form/Profile (the way it looks from a distance) ★	70.9	5,783
Uniqueness (provides a distinctiveness to Portland)	43.0	3,506
Views (from various vantage points)	38.1	3,104
Experience (the user experience when traveling over it, under it or near it)	35.2	2,871
Context (how well it fits into its surroundings)	33.6	2,743

The distinct difference between the long and short versions of the basket-handle and braced vertical arch is the scale (bigger or smaller). Which do you prefer and why?

Value	Percent (%)	Count
Long ★	62.3	3,635
Short	37.7	2,199
	Totals	5,834

Of the respondents who chose tied arch as their preferred bridge type, 56% of them responded to this question about long or short span preference.

Comment themes for those who selected “Long”:

(five percent or more mentions, sorted by frequency)

- **Aesthetic preference and elegant style**

- Many participants preferred the longer versions, often stating they “look better” or mentioning “aesthetics” without providing additional reasoning.
- Many said the longer versions are more elegant, bolder and grander while the shorter versions were seen as less fitting or imbalanced.

- **Balanced and proportional form**

- Many said the longer versions are more proportional to the scale of the existing buildings and structures on the east side.
- Many described the longer versions as more balanced and symmetrical.

- **Bigger is better and more commanding**

- Many preferred a larger structure saying things like “bigger is better”.
- Many said they are more commanding and make more of a statement.
- Some said they stand out and are more distinctive against the east side skyline.

■ Fits surrounding context

- Many said the longer, bigger versions better complement the scale of the surrounding buildings and architectural context, especially on the east side.
- Many liked that they encompass I-5 and feel more symmetrical compared to the smaller versions which feel unfinished or out of place.
- A few noted that the shorter versions feel cluttered next to the east side skyline.

■ More unique landmark

- Many said a larger structure makes more of a statement and helps the bridge stand out as a landmark and gateway to downtown.
- Some said a larger bridge would help maintain the bridge's iconic status.
- A few said a larger structure would help the bridge remain distinctive, even as the surrounding landscape changes over time.

■ Lighter and airier feel

- Many said the longer versions feel more open, airier and lighter for people traveling on it and under it on I-5, compared to the shorter versions, which feel heavier and more enclosed.

■ More open and striking views

- Many said that the longer versions have a more open look, reducing the impact on existing views from on and off the bridge.
- Some said they are more striking and would make a better addition to the east and west side skylines.

■ Perceived as safer and more durable

- Some said the longer versions feel safer and more durable, though they did not provide additional explanation.
- Some said that they look more purposeful, which contributed to a sense of safety.

Comment themes for those who selected "Short":

(five percent or more mentions, sorted by frequency)

■ Aesthetic preference and understated style

- Most simply preferred the shorter versions saying things like "looks better" or "aesthetics" without providing additional reasoning.
- Many said they had a sleeker and more understated design.

■ Fewer impacts to views

- Many said the shorter versions minimize the obstruction and impact of existing views on and off the bridge.
- Some said there are less distractions and greater visibility with a smaller bridge.

■ Less is more

- Many simply preferred a smaller structure saying things like "less is more".
- Many said a smaller bridge is more intimate and feels more appropriate.
- Some said a smaller visual profile better matches the profile of the current Burnside Bridge.

■ Fits surrounding context

- Many said the shorter versions better complement the scale of the surrounding buildings and architectural context of the city, especially on the east side.
- Some said they add more dimension to the skyline and don't obscure the Convention Center spires as much.

■ Complementary landmark

- Many said that the shorter, more compact versions look more unique.
- Some said that a smaller arch adds variety without dominating the other bridges across the Willamette River.
- Some said they would like a smaller version of the Fremont Bridge.

■ Balanced form

- Some said the shorter versions feel more balanced.
- Some said there will only be a superstructure on the east span of the bridge and therefore preferred the smallest version.

■ More open and walkable

- Many said that the shorter version would feel less overwhelming to use.
- Some said a smaller structure feels more walkable.
- Some said the lower profile feels more open and there are fewer visual distractions when driving or riding across.

PREFERRED CABLE STAY

What impacted your decision in selecting the cable stay bridge type? Select up to four.

Value	Percent (%)	Count
Style/Character (cable stays are more modern/sleek; tied arches are more traditional) ★	66.4	4,745
Uniqueness (provides a distinctiveness to Portland and from other downtown bridges)	55.8	3,991
Form/Profile (overall shape)	50.2	3,587
Views (from various vantage points)	43.2	3,089
Experience (the user experience when traveling over it, under it or near it)	29.6	2,118
Context (how well it fits into its surroundings)	28.0	1,998
Focus (cable stay tower(s) draws a more singular focus further east; tied arch holds a broader focus from over the river to the east side)	18.0	1,289
Height (cable stay = higher; tied arch = shorter)	18.0	1,286
Material (cable stay = concrete tower with cables; tied arch = weathering steel arch ribs)	13.9	994

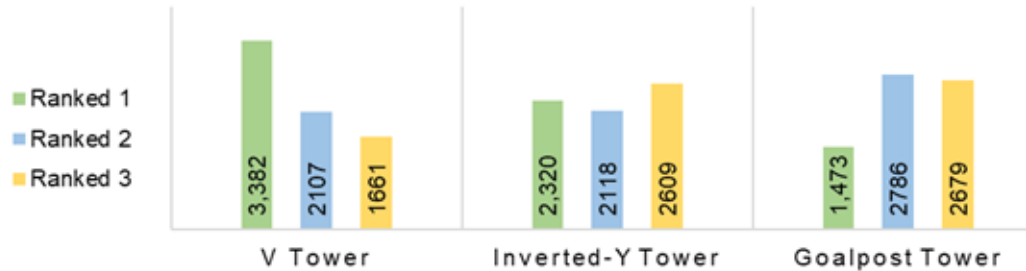
Are there other reasons why you prefer the cable stay bridge type to the tied arch bridge type for the east span of the new Burnside Bridge?

Top Comment Themes:

(five percent or more mentions, sorted by frequency)

- **Aesthetic preference and modern style**
 - Many simply preferred the cable stay saying things like “looks better” or “aesthetics” without providing additional reasoning.
 - Many said it has a modern and futuristic design and described it as art.
- **Striking and complementary landmark**
 - Many said the cable stay bridge could become an iconic landmark due to its unique and dramatic design.
 - Many said it pairs well with the Tilikum Bridge and is more cohesive with the area.
- **More open and striking views**
 - Many said the cable stay feels more open, less obtrusive, and doesn’t block as many views, including Mt. Hood and the West Hills.
 - Some said the striking design of the towers enhances the views of city skylines, especially on the east side.
- **Fits surrounding context**
 - Many said the cable stay pairs well with the Tilikum Bridge and is more cohesive.
 - Some said the towers complement the surrounding buildings on the east side.
 - Some said it ties in well and frames the Convention Center spires beautifully.
- **Perceived as safer and more durable**
 - Many said they perceive the cable stay as stronger, safer and more earthquake resilient.
 - Some said it has less potential for vandalism.
- **Dislike the tied arch**
 - Many simply said the cable stay was better than or that they disliked the tied arch.
 - Many said that the tied arch option looks dated and there are already too many similar arch bridges in Portland.
 - Some said the tied arch feels more noticeable and obstructive.
 - A few said the tied arch looks less safe.
- **More comfortable for users**
 - Many said the more open feel allows for better sight lines and less visual distractions for drivers and other people crossing the bridge.
 - Some said the openness is a more comfortable experience for pedestrians and cyclists.
 - A few said that traveling under arches makes them anxious, so they prefer the cable stay.

The cable stay bridge concept has multiple sub options. Please place the sub options below in order of preference from most preferred (1) to least preferred (3).



Which characteristics most impacted your rankings of the cable stay sub options?
Select up to three.

Value	Percent (%)	Count
Form/Profile (the way it looks from a distance) ★	74.8	5,272
Uniqueness (provides a distinctiveness to Portland)	57.7	4,067
Views (from various vantage points)	37.8	2,665
Experience (the user experience when traveling over it, under it or near it)	30.9	2,179
Context (how well it fits into its surroundings)	21.8	1,535

ADDITIONAL COMMENTS

Is there anything else you would like to share about the east span bridge design concepts being considered for the new Burnside Bridge?

Comment themes:

(five percent or more mentions, sorted by frequency)

■ About the tied arch bridge type

- Several compared the tied arch bridge to the Fremont Bridge. Some suggested that they were too similar, but others supported having a similar bridge that would also be walkable and bikeable in contrast to the Fremont Bridge.
- Some did not like the look of the tied arch bridge, stating that it was not modern enough or looked too bulky.
- Some preferred the tied arch bridge options because they were more Portland and did not look like the Tilikum Bridge.

■ Unique and historic landmark

- Many said that the new bridge should honor the current bridge as a historic landmark.
- Several said Portland, a.k.a. Bridge City should have a collection of unique bridges, so the replacement should be distinct from the other bridges in town.

- Several compared the tied arch bridge to the Fremont Bridge. Some suggested that they were too similar, but others supported having a similar bridge that would also be walkable and bikeable in contrast to the Fremont Bridge.
- Several compared the cable stay bridge to the Tilikum Crossing. Some suggested that they were too similar, but others supported having a matching iconic structure.
- **Style**
 - There was a wide range of conflicting ideas about the preferred aesthetic of the bridge.
 - Several preferred a more modern look (cable stay) while others preferred a more classic/traditional design (tied arch).
 - Several said the bridge should be ornate, colorful, have character, include decorative lighting or other details to make it look more unique and reflect the Portland aesthetic.
 - Several said the new bridge should honor or reference the historic character of the current bridge. Some suggested preserving the towers, using a similar color palette, preserving some fixtures or finishes from the old bridge to reuse on the new bridge, etc.
 - Several said safety, durability or cost should be more important factors than style.
- **Durability and safety**
 - Several emphasized the importance of safety or durability for any bridge option.
 - Some were focused on durability and safety in the event of an earthquake, whereas others were focused on the durability over the bridge's lifespan.
 - Some emphasized the importance of building a safe and accessible bridge for pedestrians, cyclists, transit riders and people who require mobility devices.
 - Some expressed concerns about how the various options would impact I-5 during a seismic event.
- **Travel modes**
 - Several emphasized the importance of choosing a design that would be accessible and enjoyable for various modes of transportation to use.
 - Some had concerns about too many traffic lanes that would increase vehicle traffic and negatively impact safety and climate goals.
 - Some had concerns that not enough traffic lanes will exacerbate congestion.
 - A few had concerns about river vessels' ability to pass under the bridge.
- **Fits surrounding context**
 - Several emphasized the bridge should fit with the character of the city or surroundings.
 - Some advocated for a more modern-looking bridge to blend in with the modern buildings on the east side of the river. Some advocated for a more classic looking bridge to contrast the same modern buildings.
 - Some remarked on the need for the bridge to serve as a gateway between east and west or a demarcation between north and south.

■ User experience

- Several focused on the feeling they would have while using the bridge. Some options were described as feeling more open and airier, or claustrophobic and obtrusive.
- Some emphasized the importance of a safe and enjoyable pedestrian experience. Ideas included providing shade, seating, gathering spaces, viewing decks, tree planters, etc.

■ Cost

- Many asked for additional information about the cost of the various options.
- Some said that choosing the lowest cost option should be a priority to use public dollars prudently.
- Some suggested that other factors were more important than cost, i.e. a more beautiful and iconic bridge, safety, durability, or ease of maintenance.
- Some said maintenance costs should be a deciding factor.

■ Views and sight lines

- Many based their preference on better views of the city from various vantage points.
- Several said it is important that the bridge not block the view of the White Stag sign.
- Some preferred a low-profile bridge that allows for more open views while crossing the river, similar to what the current bridge offers.
- Some preferred one bridge type over another due to the structures' impact on visibility, sightlines, or shadows while crossing the bridge.

■ Height and size

- Some preferred a low, sleek and understated design like the tied arch.
- Some preferred a larger, taller, "bigger is better" design like the cable stay.
- Some said the bridge was either too wide or not wide enough to accommodate all the traffic and transportation modes that would be using the bridge.

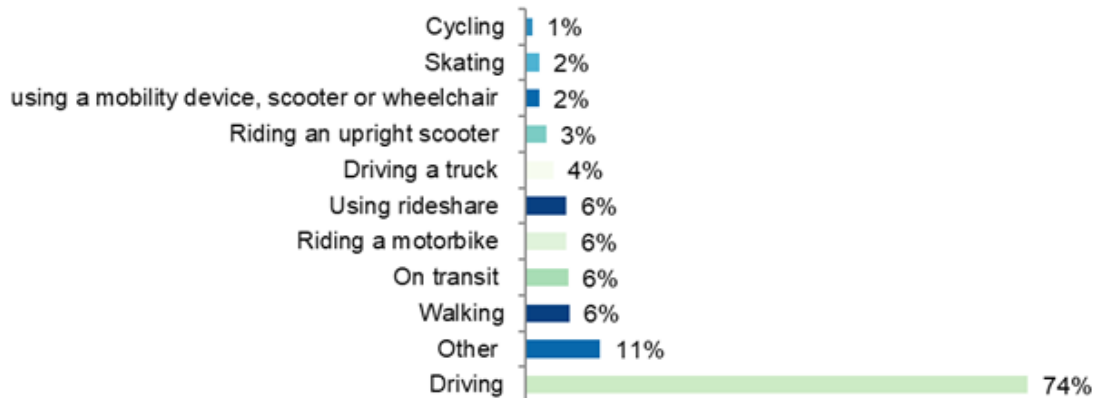
What do you think about the amount of information presented?

Value	Percent (%)	Count
The right amount	86.0%	12,092
Too little	9.1%	1,284
Too much	4.8%	679
	Totals	14,055

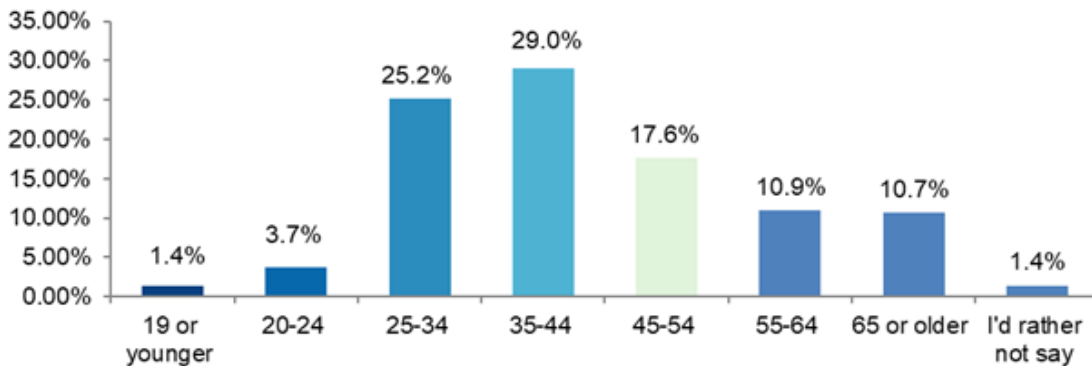
WHO WE HEARD FROM

Demographic questions were included in the online survey to better understand the input received, identify the demographic groups that participated and inform adjustments for future public participation planning. The results reflect responses gathered across all eight languages offered.

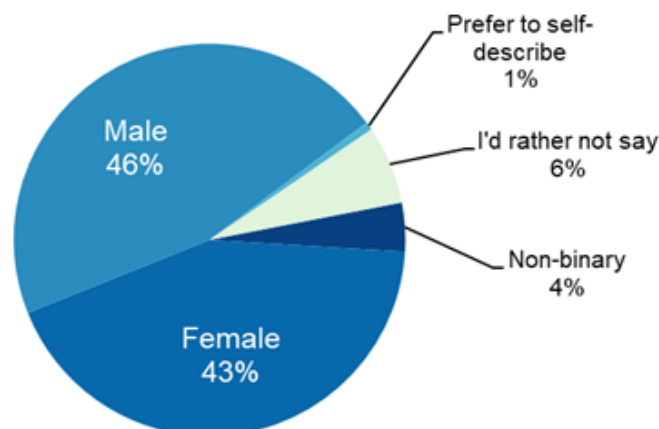
When I cross the Burnside Bridge, I am usually:



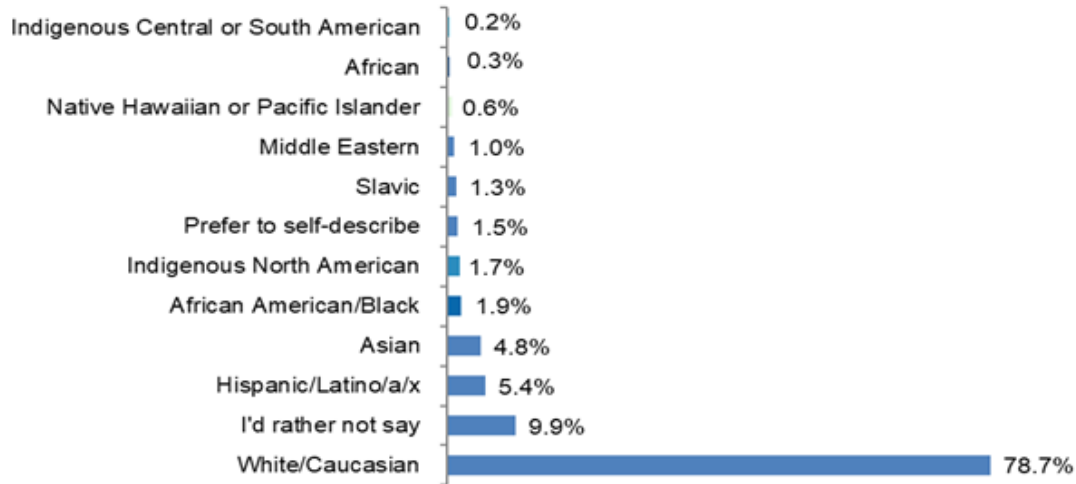
What is your age?



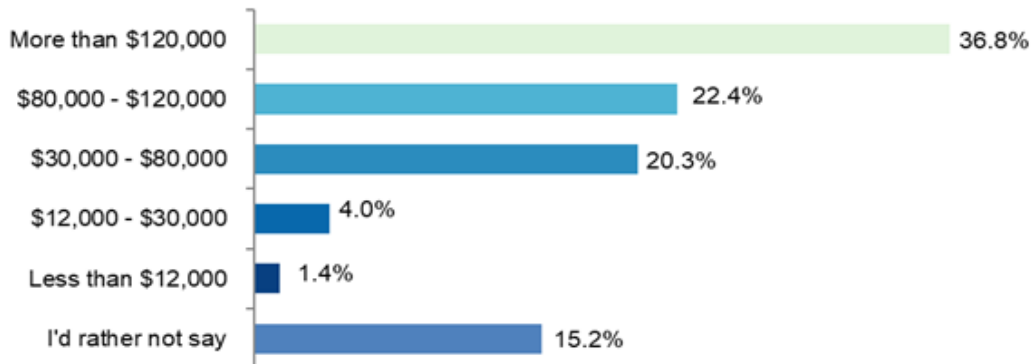
What gender do you identify with?



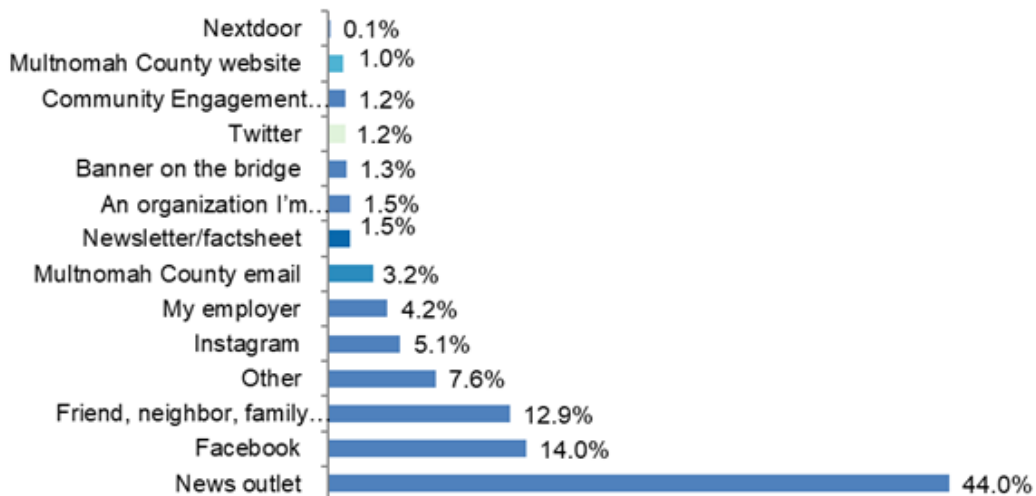
What race/ethnicity best describes you?



What is your annual household income?



How did you hear about this project?



PRESS COVERAGE AND NOTIFICATIONS

The project shared the summer outreach events as well as the online open house and survey through social media posts, paid ads, e-newsletters, emails and press releases.

Summer outreach channels

- Project website
- Social media posts including 12 paid posts
- Two e-newsletters to the project email list
- Nine press releases
- Two banners on the Burnside Bridge
- Two editions of the internal newsletter “Burnside Bulletin”
- Four Multnomah County news blog posts
- Targeted emails to various business and neighborhood organizations and organizations that serve a role in Diversity, Equity and Inclusion (DEI)

Press Coverage

The largest driver of traffic to the online open house and survey was through news outlet coverage. The Oregonian alone accounted for 26 percent. Additional traffic came from outlets like KATU, OPB, KOIN, KGW, KPTV, BikePortland.org, Cascade Policy Institute, Portland Mercury, iHeart radio and other local stations. During the project’s summer outreach, this generated 13 news stories. The project also held a special press event, inviting news outlets to interview with project leaders and get a tour inside the Burnside Bridge. This event was held a few days before the online open house and survey launch.



Press interview with project team members

Social Media Campaign

The social media campaign launched on May 9th, 2024 with its first post and ended on July 31st, 2024 with its last post. During this time the project team posted 12 different social media posts, including four in Spanish. Each post was shared on the County’s Facebook, Instagram and X social media pages. The overall social media campaign was intended to raise awareness about the upcoming online open house and survey. The overall campaign reached more than 169,000 users.

The project team developed a video to announce the comment period and boosted the post on June 5, 2024 with paid advertising. This post reached 11,844 people, generating 114 reactions, comments or shares.

FACEBOOK

The overall Facebook campaign including non-boosted and paid posts reached 112,965 users, with 21,950 of them coming from Spanish posts. It drove 1,177 clicks to the website, 60 of which came from the Spanish posts and generated 878 reactions, comments and shares, including 110 from the Spanish posts.

The paid Facebook ads ran intermittently from May 13th, 2024 to the end of the survey (July 31), targeting users interested in the Multnomah County Facebook page. The 49-day paid campaign reached 91,015 users in the English campaign and 20,199 users in the Spanish campaign.

INSTAGRAM

Overall, the Instagram campaign reached 23,125 users with English posts and 12,225 users with Spanish posts. The multiple posts drew 356 total interactions, including likes, comments and shares.

As part of the overall Instagram campaign, two of the posts were boosted via paid ads, one in English and one in Spanish. The English ad reached 12,660 users with 350 clicks to the survey, while the Spanish ad reached 11,153 users with 304 link clicks.

Overall, the Instagram campaign reached 20,964 users, with 4,397 of them from Spanish posts.

X

There were no paid ads or boosts for the X campaign, however the project shared multiple posts on X to promote the input opportunity and summer outreach events.

Social Media posts & ads from other organizations

This outreach round sparked multiple organic social media mentions from the public, including three Reddit posts that generated hundreds of comments discussing the design options and linking to the survey. Additionally, Multnomah County provided a media toolkit to the Community Engagement Liaisons (CELs) to share with their networks in their languages. For instance, a classified ad was posted on a Seattle and Portland-based blog in Japanese.



Advertisement about the online open house and survey in a Japanese publication



SUMMER 2024 OUTREACH SUMMARY

Range of Bridge Types for East Span

Appendix A: Non-Preferred Bridge Option Survey Results

PREFERRED TIED ARCH BUT ALSO COMMENTED ON CABLE STAY

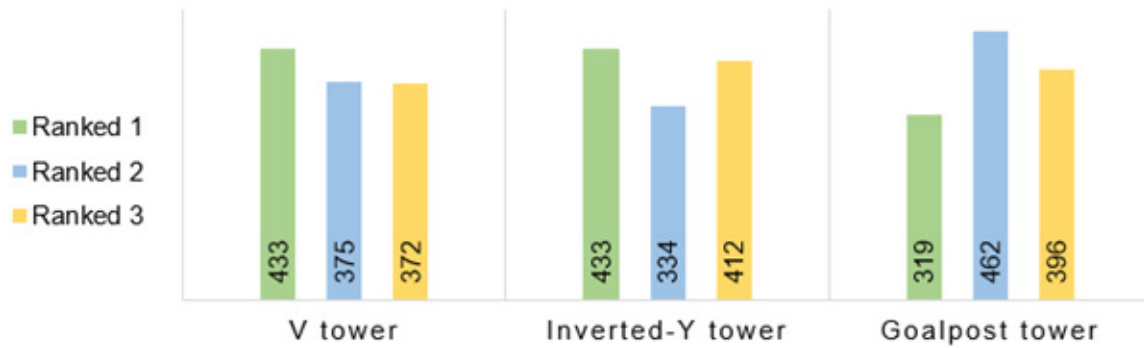
Would you also like to leave comments about the Cable Stay bridge type?

Value	Percent (%)	Count
No ★	82.7%	6,216
Yes, I want to leave comments about the Cable Stay bridge type	17.3%	1,296
	Totals	7,512

Please tell us why you decided not to choose the Cable Stay bridge type as your preferred option. Select up to four.

Value	Percent (%)	Count
Context (how well it fits into its surroundings) ★	44.0%	546
Height (cable stay = higher; tied arch = shorter)	43.5%	540
Style/Character (cable stays are more modern/sleek; tied arches are more traditional)	39.9%	495
Form/Profile (overall shape)	34.1%	424
Uniqueness (provides a distinctiveness to Portland and from other downtown bridges)	31.4%	390
Focus (cable stay tower(s) draws a more singular focus further east; tied arch holds a broader focus from over the river to the east side)	28.3%	352
Views (from various vantage points)	21.1%	262
Material (cable stay = concrete tower with cables; tied arch = weathering steel arch ribs)	19.3%	240
Experience (the user experience when traveling over it, under it or near it)	13.8%	171
None of the above. I liked both options or don't have a preference.	4.7%	58

The Cable Stay bridge type also has multiple sub options. Please place the sub options below in order of preference from most preferred (1) to least preferred (3).



Which characteristics most impacted your rankings of the Cable Stay sub options?
Select up to three.

Value	Percent (%)	Count
Form/Profile (the way it looks if you were looking at it from a distance, as opposed to from on the bridge) ★	68.0%	793
Uniqueness (provides a distinctiveness to Portland)	39.0%	455
Views (from various vantage points)	38.9%	454
Experience (the user experience when traveling over it, under it or near it)	37.8%	441
Context (how well it fits into its surroundings)	30.2%	353

PREFERRED CABLE STAY BUT ALSO COMMENTED ON TIED ARCH

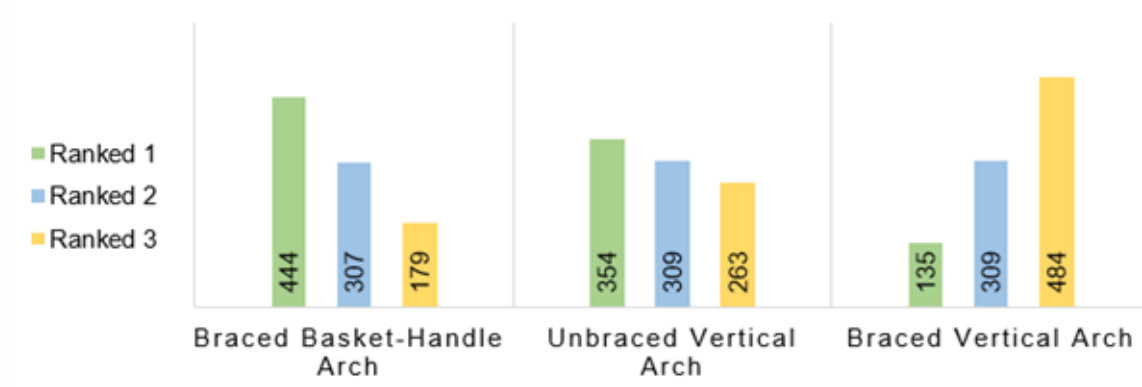
Would you also like to leave comments about the Tied Arch bridge type?

Value	Percent (%)	Count
No ★	85.5%	5,846
Yes, I want to leave comments about the Tied Arch bridge type	14.5%	989
	Totals	6,835

Please tell us why you decided not to choose the Tied Arch bridge type as your preferred option. Select up to four.

Value	Percent (%)	Count
Style/Character (cable stays are more modern/sleek; tied arches are more traditional) ★	47.6%	438
Form/Profile (overall shape)	37.0%	341
Uniqueness (provides a distinctiveness to Portland and from other downtown bridges)	34.7%	320
Views (from various vantage points)	23.6%	217
Experience (the user experience when traveling over it, under it or near it)	21.8%	201
Height (cable stay = higher; tied arch = shorter)	20.7%	191
Context (how well it fits into its surroundings)	20.6%	190
Material (cable stay = concrete tower with cables; tied arch = weathering steel arch ribs)	19.4%	179
Focus (cable stay tower(s) draws a more singular focus further east; tied arch holds a broader focus from over the river to the east side)	18.0%	166
None of the above. I liked both options or don't have a preference.	9.3%	86

The Tied Arch bridge type also has multiple sub options. Please place the sub options below in order of preference from most preferred (1) to least preferred (3).



Which characteristics most impacted your rankings of the Tied Arch sub options? Select up to three.

Value	Percent (%)	Count
Form/Profile (the way it looks if you were looking at it from a distance, as opposed to from on the bridge) ★	65.1%	578
Uniqueness (provides a distinctiveness to Portland)	43.4%	385
Experience (the user experience when traveling over it, under it or near it)	41.3%	367
Views (from various vantage points)	36.3%	322
Context (how well it fits into its surroundings)	18.5%	164

The distinct difference between the long and short versions of the basket-handle and braced vertical arch is the scale (bigger or smaller). Which do you prefer and why?

Value	Percent (%)	Count
Long ★	71.9%	463
Short	28.1%	181
Totals		644

Comment themes for those who selected “Long”:

(five percent or more mentions sorted by frequency)

- **Aesthetic preference and classic style**

- ➔ Most simply preferred the longer versions saying things like “looks better” or “aesthetics” without providing additional reasoning.
- ➔ Many said the longer versions are more elegant, bolder and grander while the shorter versions look stunted or imbalanced.

- **Bigger is better and more commanding**
 - Many simply preferred a larger structure saying things like “bigger is better”.
 - Many said the longer versions are more commanding and make more of a statement.
 - Some said the longer versions stand out more and are more distinctive against the east side skylines.
- **More unique landmark**
 - Many said a larger structure makes more of a statement and helps the bridge stand out as a landmark and gateway to downtown.
 - Some said the longer versions would help maintain the bridge’s iconic status.
 - A few said a larger structure would help the bridge stand out for as long as it’s standing even as the landscape around it inevitably changes.
- **Fits surrounding context**
 - Many said the longer, bigger versions complement the scale of the surrounding buildings and architectural context better than the short versions, especially on the east side.
 - Many liked that the longer versions encompass I-5 and feel more symmetrical compared to the smaller versions which feel unfinished or out of place.
 - A few said the smaller versions feel cluttered next to the east side skyline.
- **Lighter and airier feel**
 - Many said the longer versions feel more open, airier and lighter for people traveling on it and under it on I-5 compared to the shorter versions that feel heavier and more enclosed.
- **More open and striking views**
 - Many said that the longer versions have a more open look and would lessen impacts to existing views for people on and off the bridge.
 - Some said the longer versions are more striking and would be a better addition to the east and west side skylines.
- **Balanced and proportional form**
 - Many said the longer versions feel more proportional to the scale of the existing buildings and structures on the east side.
 - Many said the longer versions are more balanced and symmetrical.

Comment themes for those who selected “Short”:

(five percent or more mentions sorted by frequency)

- **Aesthetic preference and understated style**
 - Most simply preferred the shorter versions saying things like “looks better” or “aesthetics” without providing additional reasoning.
 - Many said they had a sleeker and more understated design.
- **Less is more**
 - Many simply preferred a smaller structure saying things like, “less is more.”
 - Some said a shorter bridge feels more appropriate and less domineering.

- **Complementary landmark**
 - Many commented that the shorter, more compact versions look more unique.
 - Some commented that a smaller arch would add variety without dominating the other bridges across the Willamette River.
- **Fewer impacts to views**
 - Many said the shorter versions minimize the obstruction and impact of existing views from on and off the bridge.
 - Some emphasized the importance of the river as an aspect of the bridge and felt that the shorter versions prioritized the views and role of the river.
- **More open and walkable**
 - Some said the shorter version feels more open.
 - Some said a smaller structure feels more walkable.
- **Fits surrounding context**
 - Many said the shorter versions better complement the scale of the surrounding buildings and architectural context of the city, especially on the east side.
- **Perceived as safer and more durable**
 - Some said the shorter version looked stronger and more earthquake resilient.