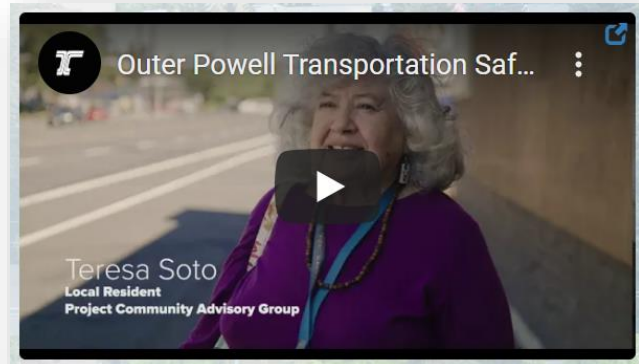


Fall 2020 Outreach Summary



Overview

Fall 2020 marked an important moment for Oregon Department of Transportation's (ODOT's) Outer Powell Transportation Safety Project – Phase 1 construction was nearly complete. People could drive the section of SE Powell Boulevard from SE 122nd Avenue to SE 136th Avenue and see the new sidewalks, crosswalks, bike lanes and intersections. Simultaneously, the design work for Phase 2 – the remaining sections of the corridor from SE 99th Avenue to SE 122nd Avenue and from SE 136th Avenue to SE 174th Avenue – was in its early stages. This moment provided the project team a good opportunity to celebrate the recently completed improvements and get early feedback on the next phase of design.



Project neighbor and community advocate shares personal experience with the project.

The project team put together a suite of engagement activities and outreach materials to share information about the status of the project and gather community feedback including:

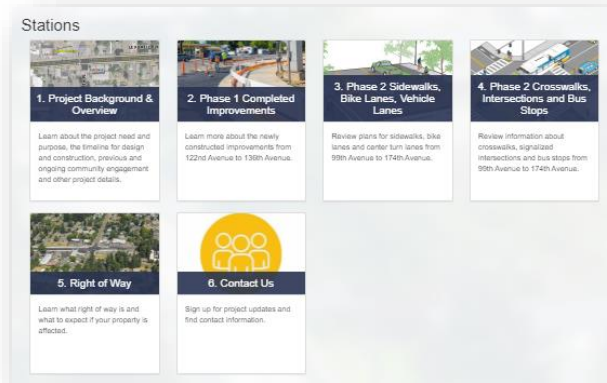
- Online open house (OOH)
- Video
- Virtual briefings
- Printed mailer
- E-newsletters
- Emails
- News releases
- Social media posts

This document provides a summary of the above activities and feedback received.

Engagement Activities

Online Open House

The main communication tool for sharing information about the recently completed improvements and kicking off Phase 2 design work was an online open house (OOH). The OOH provided a comprehensive overview of the status of the project with supporting graphics and interactive tools. The OOH launched on September 23, 2020 and was live through October 18, 2020.



Online open house featured different stations that explained project details.

Community members were greeted with a project overview page which included a brief description of the two phases of the project, an overview video featuring local community stakeholders and project team members, and links to six stations with information about various aspects of the project. The stations included:

- **Project Background & Overview** – Outline of the project purpose and need, the timeline for design and construction, project funding, and community engagement.
- **Phase 1 Completed Improvements** – Information about the improvements completed in Phase 1 of the project from SE 122nd to SE 136th.
- **Phase 2 Sidewalks, Bike Lanes, and Vehicle Lanes** – Details about the corridor-wide plans for the various types of bike lanes, sidewalks, and center turn lanes.
- **Phase 2 Crosswalks, Intersections and Bus Stops** – Information about proposed crosswalk design, the signalized intersections (at SE 104th, SE 112th, SE 148th, SE 162nd, and SE 171st), and potential bus stop locations throughout the project area. This page also included an interactive map that included the proposed locations of these features.
- **Right of Way** – Provided an overview of the right of way process and what a community member can expect if their property will be affected by the project.
- **Contact Us** – Included a “Thank You” message, contact information, and a link to a SurveyMonkey survey encouraging community feedback and optional demographic information.

Video

The project team created an overview video that was shared on the OOH and the project website. In addition to providing a general overview of the project and its status, the video spotlighted voices from the local community that shared their thoughts and experiences with the project and recently completed improvements. The interviewees consisted of a local business and property owner, and local community advocates and members of the Community Advisory Group. The video was also uploaded to YouTube and was viewed over 400 times as of January 2021.

Virtual Briefings

The project team presented to community groups and committees in and around the project area, or that have shown an interest in the project. These presentations included a general project update, an announcement of the OOH, and an opportunity to provide feedback and ask questions. The project team presented to the following groups:

- Oregon Walks (September 14, 2020)
- Foster-Powell Neighborhood Association (September 14, 2020)
- Centennial Community Association (September 15, 2020)
- East Portland Land Use and Transportation Committee (September 16, 2020)
- East Portland Chamber of Commerce (October 21, 2020)
- Portland Pedestrian Advisory Committee (PAC) (November 17, 2020)

The project team offered briefings to a host of community groups who have been involved in the project or shown interest in the past. However, due to COVID-19 challenges or limited staff capacity, they chose not to engage at this time. Links to project information and the OOH were still provided.

Targeted Emails

Following each virtual briefing, the project team sent each organization an email with follow-up information about the project and an invitation to view the online open house and share it with their constituents. In addition, ODOT emailed local, regional and state elected officials a briefing packet, updating them on the status of the project.

Outreach Materials

Printed Mailer

A mailed newsletter publicizing the online open house and providing information about the project was sent to all residents within a half-mile radius of the project area (13,901 recipients) and the stakeholder list (284 mailing address recipients). In all, 14,185 community members received the mailer. The mailer was distributed on September 23, 2020.



Team members presented project information at East Portland Land Use and Transportation Committee meeting.



A mailer was distributed throughout the project corridor sharing information about the project.

E-Newsletters

Two e-newsletters were sent to GovDelivery's Outer Powell Transportation Safety Project recipient list which included the internal stakeholder list that has been updated throughout the project. The intent of the first e-newsletter was to announce the OOH and included basic project information, a "Thank You" message to the community for their collaboration during Phase 1 of the project, and links to the OOH, project overview video, and links to the translated project newsletter (translated into Vietnamese, Russian, Spanish, and Mandarin Chinese). The second e-newsletter included a project overview and a reminder to review the OOH before its closing date on October 18, 2020.

News Releases

Two ODOT news releases were distributed to a list of local and regional media outlets. The first provided information similar to that provided in the first e-newsletter, such as project information and links to the OOH. Similar to the second e-newsletter, the second news release included a project overview and a reminder to review the OOH before it closed.

Earned Media

On October 1, 2020, local blog Bike Portland published an [article](#) summarizing the information we were sharing in our online open house and the presentation the PI team gave to the East Portland Action Plan (EPAP) Land Use and Transportation Committee (LUTC) the previous week. The article featured some of the visual aids from that EPAP LUTC meeting, the project video, and quotes from both the video and the meeting recording.

Community Feedback

The project team received feedback through a variety of channels including the online open house comment form, the project website, emails and community presentations. Outside of the community presentations, a total of 24 submitted comments were received.

Overall, there was positive feedback and excitement about the recently completed improvements. People expressed their enthusiasm about the way things look and how it's safer and more comfortable for people of all modes. People also shared their appreciation to the construction team for a smooth construction process. One stakeholder stated that it was one of the best construction zones they'd ever traveled through. People also shared a number of comments and questions about lighting, tree removal, street cross section and widths, crossing locations and coordination with City of Portland facilities. A summary of the key themes is provided below.

- **Tree Removal.** Expressed concern over tree removal, particularly from a group of active project neighbors expressing their interest to limit the number of tree removals between SE 104th and SE 105th.

- **Typical Section.** Expressed interest in narrower vehicle lanes and wider sidewalks.
- **Pedestrian Crossings.** Expressed interest in having RRFB crossing locations close to established City of Portland bike and pedestrian networks.
- **Intersections.** Recommendation to add median refuges and reduce the radii of intersections where possible.
- **Bike Lanes.** Recommendation to include green striping/delineation and clear separation from sidewalks where possible, particularly when at sidewalk-level.
- **Lighting.** Interest in improved lighting, particularly for pedestrians, or lights that help make signs more visible.
- **Landscaping.** Expressed concern over lost landscaping and requests for additional landscaping in medians (perhaps bioswales, vegetated stormwater management) where possible.