



Interstate  
**BRIDGE**  
*Replacement Program*



# Equity Advisory Group Meeting

February 15, 2021

## Closed Captions in English and Spanish

English closed captions are available within Zoom and YouTube.

Users can follow this link to view both English and Spanish captions in a separate browser window:

<https://www.streamtext.net/player?event=IBR>

## Subtítulos disponible en Inglés y Español

Los subtítulos en Inglés están disponibles en Zoom y YouTube.

Usuarios pueden seguir este enlace para ver los subtítulos en Inglés y Español en una ventana separada del navegador:

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# How to access closed captions



1. At the bottom middle of your screen you should see a menu of options. If you can't see the menu, hover your mouse over the bottom middle of the screen.
2. Then click on the “CC” icon and a separate window with captions will appear.

# Webinar Participation Tips

- ▶ Thank you for joining us today!
- ▶ Please join audio by either phone or computer, not both. We encourage EAG members to turn on your video.
- ▶ Please keep your audio on mute when not speaking.
- ▶ If you experience technical difficulties, call or text the phone number below for assistance: **253-380-4457**

# Public Input Instructions

- ▶ There will be an opportunity to provide brief public input later in the meeting today.
- ▶ To submit input after the meeting:
  - Email comments to [info@interstatebridge.org](mailto:info@interstatebridge.org) with “EAG Public Comment” in the subject line
  - Call 360-905-1560 and state “EAG Public Comment” in your message



# Meeting Agenda

1. Welcome
2. Media protocols & committee member safety
3. Vote to adopt guiding norms & values
4. IBR program community engagement approach
5. Continue to develop IBR program-specific definition of equity
6. Purpose & Need, Community Vision & Values, and Equity
7. Wrap up

# Media Protocols

# Public Information Officer Introduction

- ▶ Kelliann Amico
- ▶ [kelliann.amico@interstatebridge.org](mailto:kelliann.amico@interstatebridge.org)



# Media Protocol

## ▶ When the news media calls:

- Get their name, phone number and email address.
- Find out the name of the news outlet.
- Contact Kelliann Amico

## ▶ A few tips about reporters:

- They are not your enemy, or your friend.
- They are just trying to do their job, which is getting their story and sound bites or quotes.
- They may seem negative, and that's because they deal with news, both good and bad.
- Don't take it personally.

## ▶ The 3 Cs

- Consequential
- Controversial
- Curious (unusual)

# Media Protocol

## ▶ Where do you come in?

- You are a volunteer for the Interstate Bridge Replacement program.

## ▶ Your opinions...

- Are your own
- Do not represent the official position of the program

## ▶ Do...

- Listen
- Take your time to respond to a question
- Ask a reporter to rephrase a question you don't understand
- Always feel free to have a “take 2”
- Be yourself
- Be honest

## ▶ Don't...

- Speculate
- Debate
- Interrupt

# Social Media Protocol

- ▶ **Disclaimer:** Your views are your own and do not necessarily reflect the views of the Interstate Bridge Replacement program.
- ▶ **Respectful:** Be respectful of others' opinions, avoid engaging in polarizing debate.
- ▶ **Accuracy:** Be sure your facts are accurate. Do not offer assumptions, predictions or hearsay.
- ▶ **Transparency:** If you post about the Interstate Bridge Replacement program, be transparent in your role as a volunteer.
- ▶ **Confidentiality:** Everything in public meetings is public information. Offline conversations with your volunteer peers is private.



# Meeting Agreements

# Guiding norms

- 1. Stay engaged:** Remain morally, emotionally, intellectually, and socially involved in the dialogue.
- 2. Experience discomfort:** Acknowledge that discomfort is inevitable, especially in dialogues about race. Make a commitment to bring issues into the open. It is not talking about these issues that creates divisiveness.
- 3. Speak your truth:** Be open about your thoughts and feelings and not just saying what you think others want to hear.
- 4. Expect and accept non-closure:** “Hang out in uncertainty” and don’t rush to quick solutions.

Adapted from Glenn Singleton’s *Courageous Conversations about Race*

# Ground rules

- ▶ Let everyone participate by listening to and respecting diverse views and opinions
- ▶ Listen with an open mind
- ▶ Value learning from different input
- ▶ Stay open to new ways of doing things
- ▶ Treat others constructively and respectfully
- ▶ Respect the role of the facilitator to guide the group process
- ▶ Attack the problem, not the person
- ▶ Disagreement, frustrations, and differences of opinion are acknowledged, explored, and addressed

# Discussion

Is anything missing from these meeting agreements before you can commit to them?

# Consensus Cards

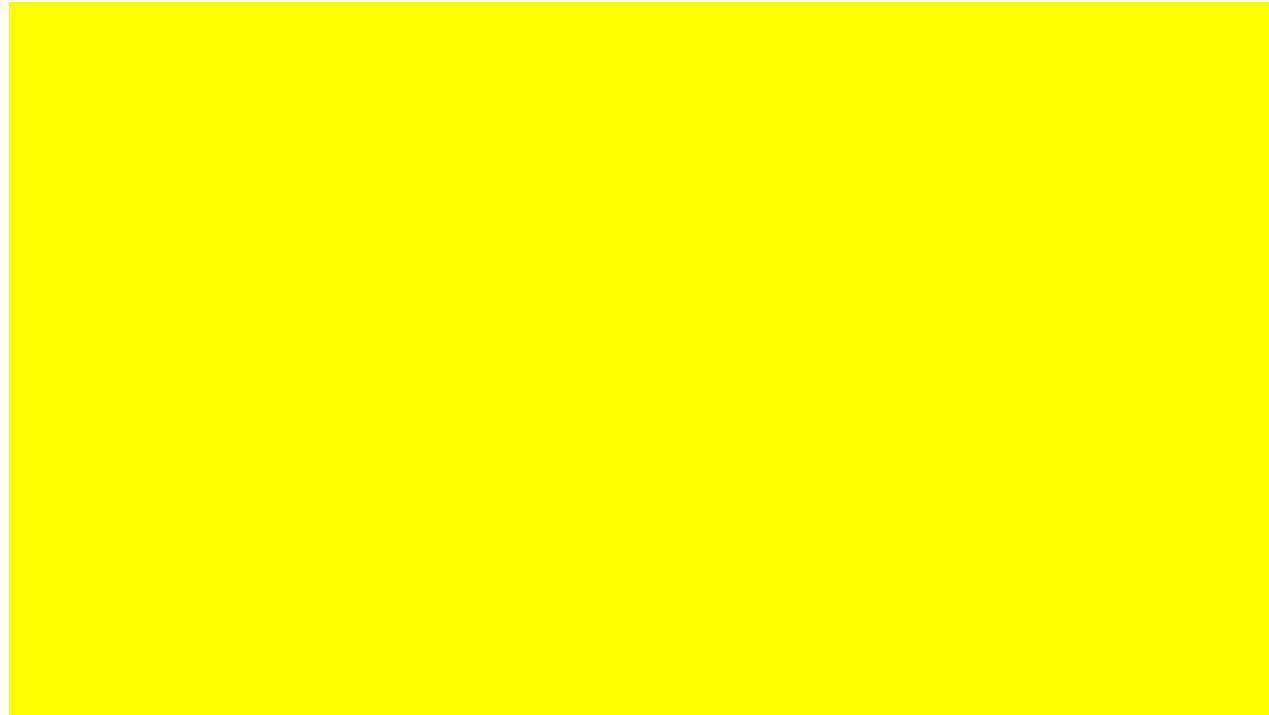
To be used during discussions



**Green = Answer:** I can provide clarification, by providing information that I feel is pertinent to a question raised.



# **Yellow = Question:** I have a question or need clarification.



**Red = Process:** I have a process observation (e.g., discussion is off-topic).



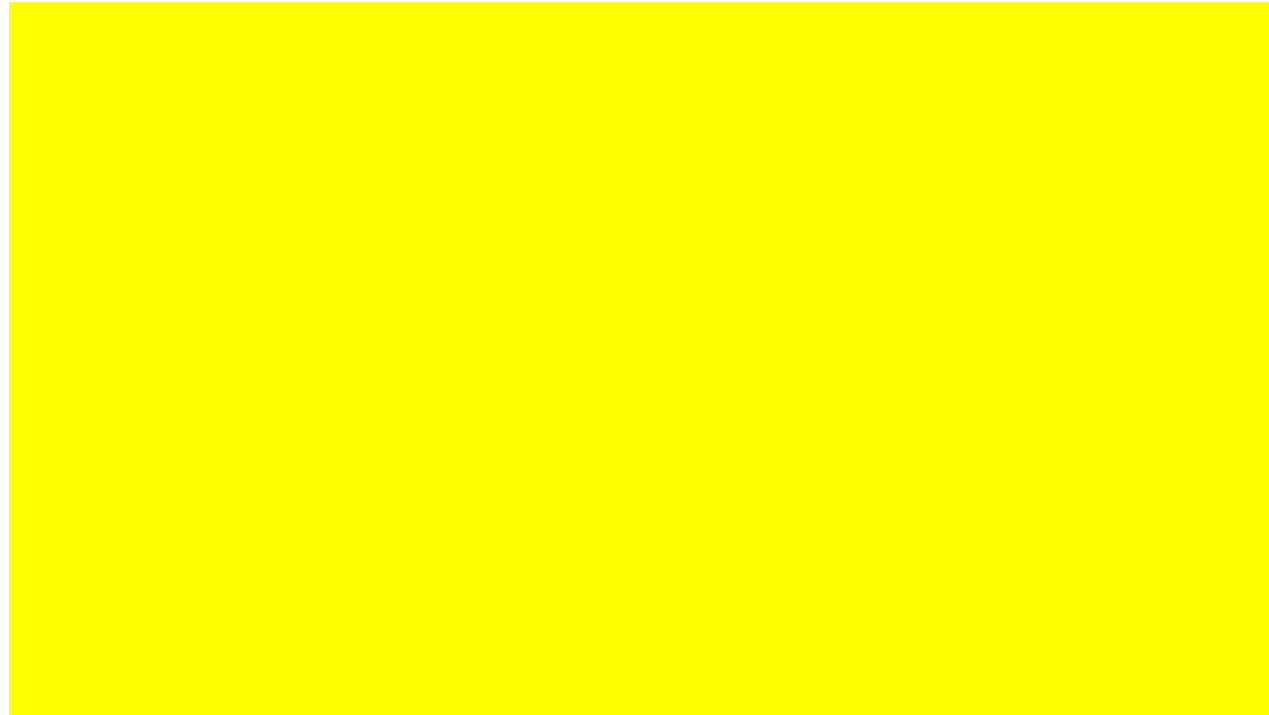
# Consensus Cards

To be used during a call for consensus

**Green: I agree with the proposal.**



**Yellow:** I have a **question** that must be answered before I decide.



**Red:** I **oppose** the proposal, but I commit to work with the group to find a solution that works for all.



# Vote

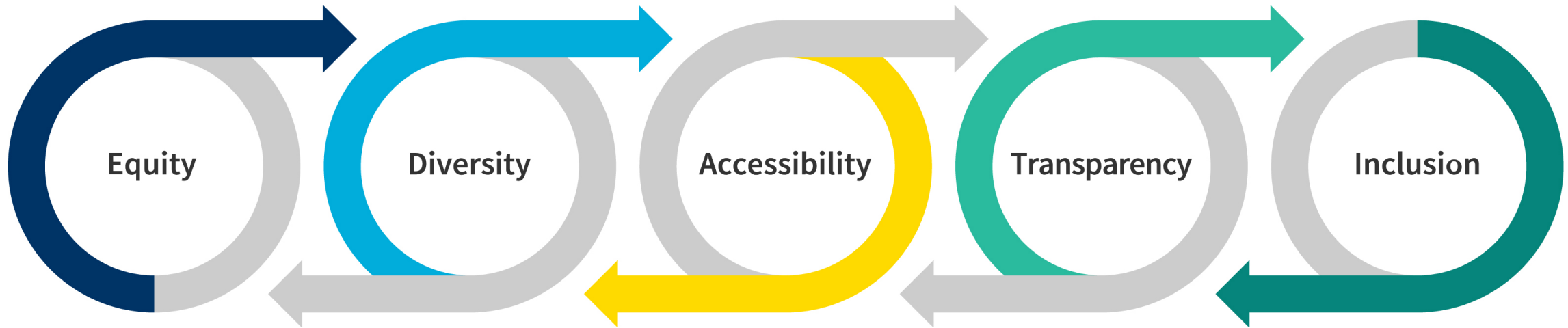
Should the EAG adopt these Guiding Norms & Values for our meetings?





# Community Engagement Approach

# Community Engagement Program



# Key Community Engagement Goals

- ▶ Seek feedback from a diverse range of stakeholders
- ▶ Include underrepresented and/or underserved populations
- ▶ Embrace innovation
- ▶ Minimize barriers to engagement
- ▶ Demonstrate accountability through transparency and feedback
- ▶ Establish credibility and trust with stakeholders and the community
- ▶ Provide opportunities to meaningfully shape program work

# 2021 Outreach and Engagement

Purpose and Need  
Vision and Values  
(Spring)

Screening Criteria and  
Initial Range of Alternatives  
(Summer/Fall)

Narrow Range  
of Alternatives  
(Fall/Winter)

Environmental and Design  
Work and Construction  
(2020-2025)

Community Engagement



Engagement  
Events  
(February)



Engagement  
Events  
(Summer)



Engagement  
Events  
(Fall)

# Online Open House

- ▶ **February 16 – March 1**
- ▶ **Goals:**
  - Provide program overview
    - Program factsheet
    - Purpose and Need
    - Vision and Values
    - Program Timeline
    - Community Engagement Factsheet
    - Updating Previous Planning Efforts
  - Solicit input and comments

# Interactive Survey

- Seek participation in interactive survey to gather community input on the program’s purpose, need, vision and values (in English, Spanish and Vietnamese)

The screenshot shows the Interstate Bridge Replacement Program website. At the top left is the logo for Interstate BRIDGE Replacement Program. At the top right is the website URL 'interstatebridge.org' and social media icons for Twitter, Facebook, Instagram, YouTube, and LinkedIn. Below the header is a dark blue banner with the text 'ONLINE EVENT' in a small green box, followed by 'Help shape the future!' in large white text. Underneath, it says 'Interstate Bridge Replacement program Open House and Interactive Survey' and 'February 16 – March 1'. To the right of the text is a photograph of many diverse hands stacked on top of each other. Below the banner are five green buttons: 'HOW TO PARTICIPATE', 'COMMUNITY SURVEY', 'COMMUNITIES VIDEOS', 'MEETING MATERIALS', and 'SHARE YOUR THOUGHTS'. The main content area has a light grey background. On the left, under 'Welcome!', it says 'We are replacing the aging Interstate Bridge across the Columbia River with a modern, seismically-resilient, multimodal structure. Comprehensive and equitable community engagement is at the foundation of decision making for the Interstate Bridge Replacement Program. We need your voice and vision to build a program that is reflective of the communities we serve.' and 'Thank you for visiting. The program is happy to have you here!'. On the right, under 'How to Participate', it lists three steps: '1. Take our online survey', '2. Watch our videos', and '3. View our exhibit boards'. Below this is a section titled 'Your input is important!' with a paragraph about the survey process and a 'TAKE THE SURVEY' button. At the bottom, there is a graphic titled 'We want to hear from you!' with three survey activities: 'Identifying problems', 'Mapping challenges', and 'Defining community values', each with a brief description and a 'Take the Survey' button.

# Live Events

- ▶ **Community Briefings:** Four live, virtual community briefing events will provide an opportunity to understand the program and provide feedback
  - February 18, 5:30 – 6:30 p.m.
  - February 23, Noon – 1 p.m.
  - February 23, 5:30 – 6:30 p.m. (Spanish-language only)
  - February 25, 6 – 7 p.m.

# Other 2021 Outreach Activities

- ▶ **Direct Email Notifications:** Regular communications through IBR distribution list
- ▶ **Working/Focus/Discussion Groups:** A variety of opportunities will be explored throughout 2021
- ▶ **Podcasts**
- ▶ **Video Storytelling**
- ▶ **Digital, Print, Direct Mail, Radio Advertising**
- ▶ **Media Outreach**
- ▶ **Social Media**

# Direct Stakeholder Outreach

- ▶ **Community Based Organization Outreach:**
  - Reaching out to organizations to share opportunities to engage
  - Ongoing invitation to provide program briefings
- ▶ **Multicultural Outreach Liaisons:**
  - Six multicultural liaisons fluent in other languages



# Tell us what you think:

- ▶ How do we encourage engagement with broad representation of our community?
- ▶ What outreach strategies and approaches have you seen work well?

# Defining Equity for the IBR Program

# Our Charge



The EAG will develop a **project-specific definition** of equity that considers equity in terms of both *process* and *outcomes*.

# Foundational Definitions

**Equity** for transportation projects is the just and proportional allocation of burdens and benefits within a transportation system.

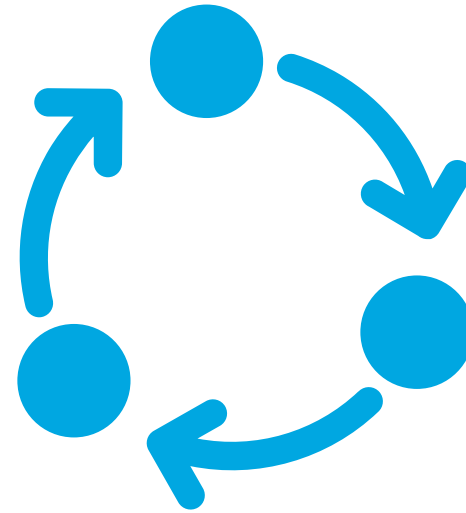


*Image credit: wsp.com*

# Foundational Definitions cont.

**Process equity** means that the entire planning process actively and successfully encourages the meaningful participation of individuals and groups from historically excluded and underserved communities.

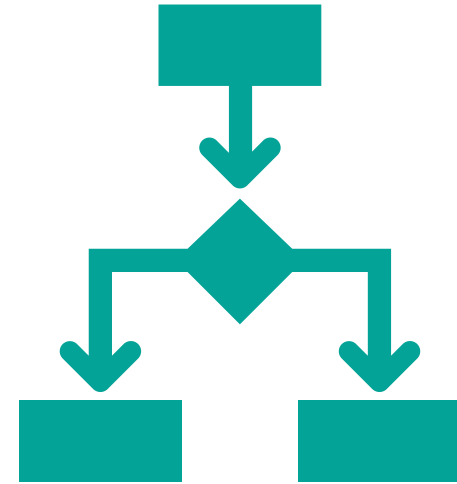
(Adapted from I-5/I-205 Toll Equity & Mobility Advisory Committee)



# Foundational Definitions cont.

**Outcome equity** means that the program will:

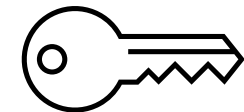
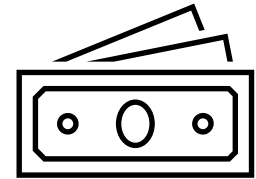
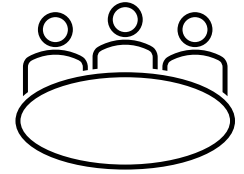
- ▶ Acknowledge existing inequities;
- ▶ Strive to prevent historically excluded and underserved communities from bearing the burden of negative effects that directly or indirectly result from the program; and
- ▶ Further seek to improve overall transportation affordability, accessible opportunity, and community health.



# Foundational Definitions cont.

Together, process and outcome equity focus on four dimensions:

1. **Full Participation** of impacted populations and communities
2. Improving **affordability** of the transportation system
3. Improving multimodal **access to opportunity**
4. **Community Health**, e.g. air quality, noise, traffic safety, economic impacts and other potential effects



# Small group exercise

Thinking about these foundational definitions (and others from around the region)...

- ▶ What words or concepts do you think are important to include in the IBR program equity definition?
- ▶ What should be adapted or added to make it specific to the IBR program?



# Small Group Discussion

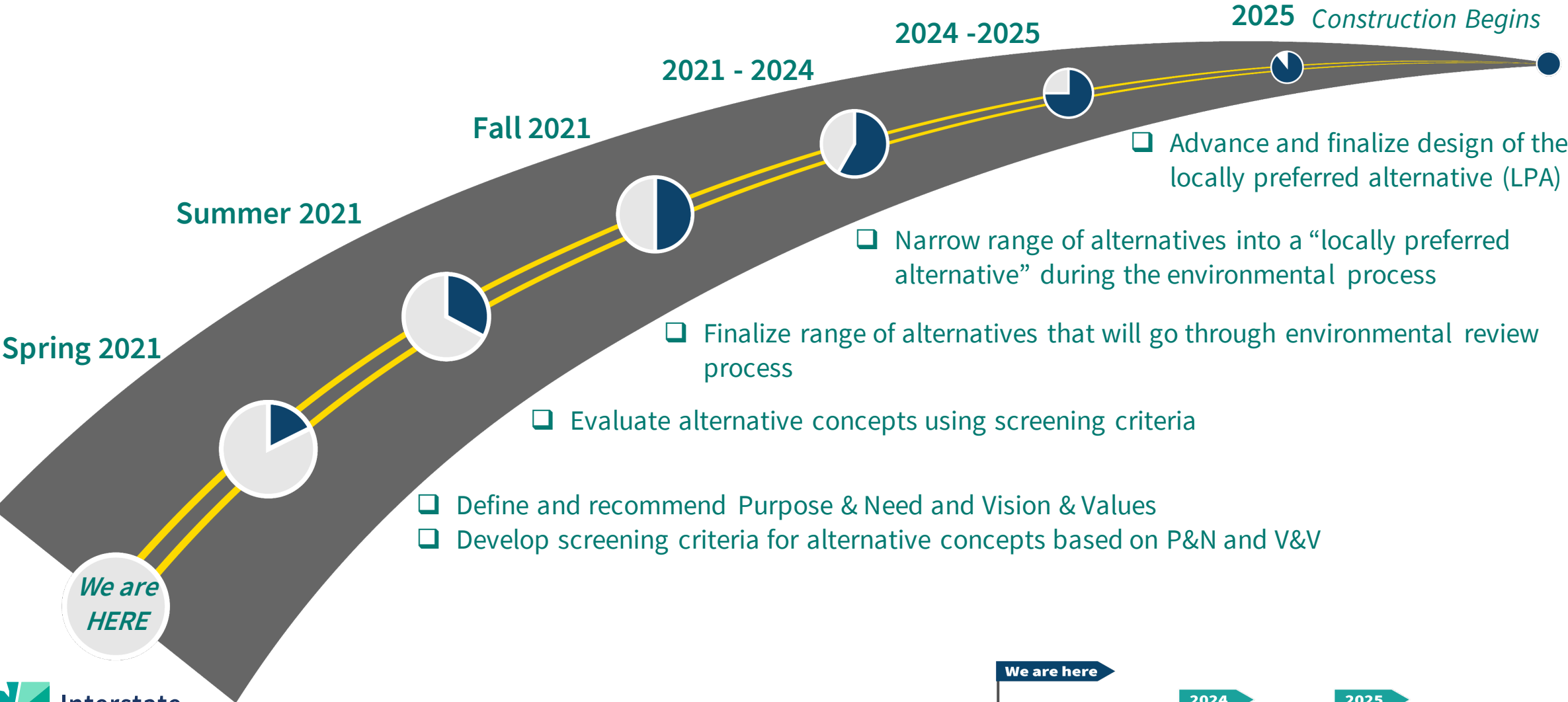
The EAG members are in breakout rooms. They will return to this webinar momentarily

# Report Out



# Purpose & Need, Community Vision & Values, & Equity

# Key milestones for alternatives development



# The Role of the EAG

## Purpose and Need | Vision and Values

- ▶ Ensure the language fully considers the potential impacts (both positive and negative) on historically marginalized communities
  - ▶ For example: What are the equity implications of inadequate bicycle & pedestrian facilities?
- ▶ Help us consider how the needs are distributed among various communities
  - ▶ Is the focus equitable? How might we modify our focus to ensure historically underserved communities benefit while avoiding or minimizing burdens?

# Group Discussion

When thinking about historically marginalized communities and those often without decision making authority, consider the following questions:

1. What about the IBR program is particularly important to historically marginalized & underserved communities?
2. What elements do you think a new bridge or structure should have to be responsive to/supportive of the needs of historically marginalized & underserved communities?
3. What should the process of planning, designing, and building a new bridge/structure focus on when considering the needs of those who experience transportation barriers in their daily lives? How can the program address/fix these?

# Needs for the Program

We undertake IBR to fix \_\_\_\_\_ at the site.

# Purpose and Need

## Purpose

- Concisely identifies what the proposed action is intended to accomplish
- Stated broadly enough that more than one solution can be considered

## Needs

- Explains why the proposed action has been undertaken
- Identifies existing or expected future problems within a defined area



# Previously Identified Needs

1. Seismic vulnerability
2. Substandard bicycle and pedestrian facilities
3. Limited public transportation operations, connectivity, and reliability
4. Growing travel demand and congestion
5. Safety and vulnerability to incidents
6. Impaired freight movement

# Growing demand for more public transportation options

- Population growth and land use changes have contributed to a **growing demand** for additional public transportation options.
- **Congestion** on the corridor adversely impacts existing public transportation service reliability and travel speed.
- **Southbound bus travel times** across the bridge are up to four times longer during parts of the a.m. peak compared to off-peak.

- Ridership growth is constrained by access, reliability and low customer satisfaction.
- Constrained ridership growth is an equity concern for transit-dependent populations.
- A lack of access to transportation options limits access to jobs and community resources.

# Community Vision & Values

To uphold community values, the program must address\_\_\_\_\_.

# Why Community Vision and Values?

- Guide program development
- Foundation for developing criteria and performance measures to evaluate alternatives
  - Criteria are lined up against each other to determine which alternative satisfies which criteria
  - For example: one alternative may do better than another with bike/pedestrian access. This allows the program to see which does what, to make informed choices.

# Previously Identified Vision & Values

- Community Quality of Life
- Mobility, Reliability, Accessibility, Congestion Reduction & Efficiency
- Modal Choice
- Safety
- Regional Economy and Freight Mobility
- Stewardship of Natural & Human Resources
- Equity
- Cost-effectiveness and Financial Resources
- Bi-state and Local Cooperation
- Community Engagement

# Equity

- Acknowledging **past disproportionate impacts** to historically underserved and disadvantaged communities.
- Creating an **inclusive community vision**.
- Supporting equity as **both an outcome and a process**.
- Ensuring the equitable **distribution of benefits and adverse effects** of the program for the region, communities, and neighborhoods adjacent to the program area.

# Group Discussion Redux

Given this context, would you add anything to your answers to these questions?:

1. What about the IBR program is particularly important to historically marginalized & underserved communities?
2. What elements do you think a new bridge or structure should have to be responsive to/supportive of the needs of historically marginalized & underserved communities?
3. What should the process of planning, designing, and building a new bridge/structure focus on when considering the needs of those who experience transportation barriers in their daily lives? How can the program address/fix these?



# Public Comment



# Rules for Public Comment

The IBR Program is committed to ensuring the safety and comfort of our volunteer advisory group members. Those providing public comment must adhere to the following ground rules:

- ▶ Comments shall not be directed at individual members of the EAG.
- ▶ **Harassment of any kind will not be tolerated** and will result in individuals being muted and barred from providing future public comment at IBR program meetings.
- ▶ Comments are limited to **two minutes**. Commenters speaking beyond their allotted time may be muted regardless of the nature of the comments.

# Comment Instructions

## To make a verbal comment:

- ▶ If you have joined by Zoom, click “Raise Hand.”
- ▶ If you have joined by phone, press \*9 to raise your hand.
- ▶ The facilitator will call on participants. You will receive an “unmute” request. Please accept it.
- ▶ Please provide your name and affiliation.
- ▶ 10-minute timeframe will be divided among the number of requested speakers.

**If we run out of time and you have not had a chance to speak, you can still provide comments after the meeting.**



# Comment Instructions

## To submit comment after the meeting:

- Fill out comment form on program website or email comments to [info@interstatebridge.org](mailto:info@interstatebridge.org) with “EAG Public Comment” in the subject line.
- All comments received after the meeting will be distributed to EAG members prior to their next meeting.
- Call **360-859-0494** (Washington), **503-897-9218** (Oregon), **888-503-6735** (toll-free) and state “EAG Public Comment” in your message.



# Wrap up

- 3 takeaways
- EAG Meeting #3 March 8, 5:30-7:30pm



Thank you!