



Interstate
BRIDGE
Replacement Program



IBR Executive Steering Group Meeting

February 17, 2021

1:00 – 3:00 p.m.

www.interstatebridge.org

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>

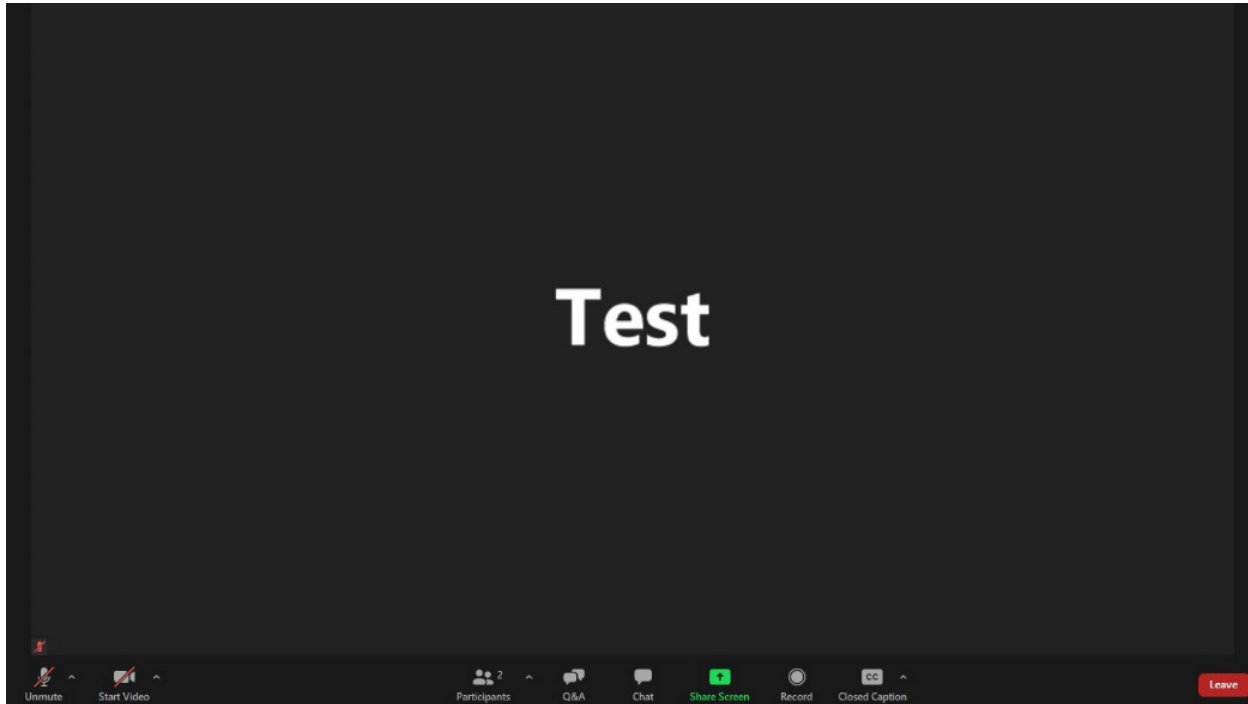
Subtítulos disponible en Inglés y Español

Los subtítulos en Inglés están disponibles en Zoom y YouTube.

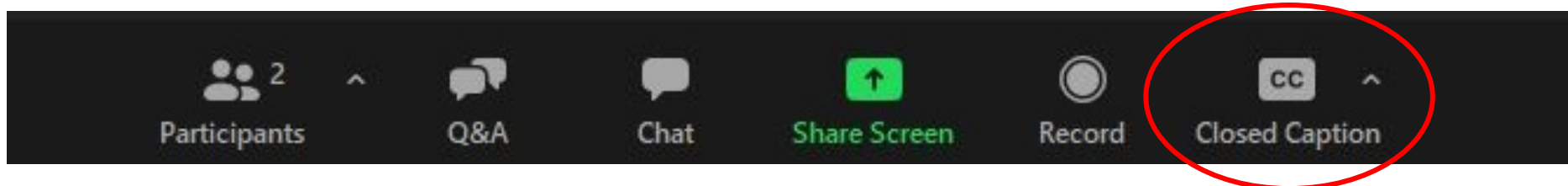
Usuarios pueden seguir este enlace para ver los subtítulos en Inglés y Español en una ventana separada del navegador:

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

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 panelists 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 emailed to you.

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 with “ESG Public Comment” in the subject line
 - Call 888-503-6735 and state “ESG Public Comment” in your message



Welcome, Introductions, and Brief Updates from Around the Region

- ▶ Greg Johnson, Program Administrator
 - Welcome
 - *Commissioner Jo Ann Hardesty, City of Portland joins the ESG*
 - *Recognition of General Manager Doug Kelsey, TriMet*
 - Updates since the January 20 ESG meeting
- ▶ Executive Steering Group Members
- ▶ Deb Nudelman, Facilitator

Agenda

Time	Topic
1:00-1:15 pm	Welcome, Introductions, Proposed Agenda, and Updates
1:15-1:25 pm	Information: Update on EAG and CAG Activities
1:25-1:55 pm	Information: Summary of Community Engagement Activities
1:55-2:35pm	Information and Feedback: Updating Purpose & Need and Establishing Community Vision & Values
2:35-2:45 pm	Opportunity for Public Input
2:45-3:00 pm	Confirm Upcoming Meeting Topics, Next Steps, and Summary
3:00 pm	Adjourn

Meeting Ground Rules

- ▶ Honor the agenda
- ▶ Listen to understand and ask questions to clarify
- ▶ Focus on the substance and content, soft on people and their style
- ▶ Seek common ground
- ▶ Provide a balance of speaking time





Information: Update on CAG and EAG Activities



Community Advisory Group Update

Lynn Valenter & Ed Washington



CAG Orientation January 30, 2021

What We've Done

► January 30, 2021 Orientation

- Creation of inclusive climate
- Recognition of historic and environmental context of the program
- Commitment to centering equity
- Understanding of work plan and program activities
 - *Including updating Purpose & Need and establishing Community Vision & Values*
- Input on draft community engagement approach

What We've Done

► January 27, 2021 Meeting

- Established shared meeting agreements and operating norms / shared engagement commitment
- Received IBR program overview and background
- Defined advisory group roles
- Developed an understanding of Purpose & Need and Community Vision & Values

► February 10, 2021 Meeting

- Finalized CAG meeting agreements and operating norms / shared engagement commitment
- Understand program area context
- Provided input on the draft Community Engagement approach

New CAG Members

- ▶ Confederated Tribes of Grand Ronde – Ryan Webb, Project Manager
- ▶ Bridgeton Neighborhood Association – Tom Hickey
- ▶ Portland Business Alliance – Andrew Hoan, President/CEO
- ▶ Public Transit Representative – Oregon – Victor Cesar
- ▶ Cowlitz Indian Tribe – Bill Iyall, former Chairman
- ▶ Public Transit Representative – Washington – Martha Wiley
- ▶ Native American Youth and Family Center - TBD

Next Steps for CAG

- ▶ **CAG will convene for next meetings:**
 - Wednesday, February 24, 4:00 to 6:00 p.m.
 - Discuss Purpose & Need/Community Vision & Values
 - Wednesday, March 10, 4:00 to 6:00 p.m.
 - Review feedback from the Community Conversations engagement opportunities in February
 - Continue work on Purpose & Need/Community Vision & Values
- ▶ **Members of the public are invited to observe with an opportunity for public comment. Meeting details available at:**
www.interstatebridge.org/get-involved



Equity Advisory Group Update

Johnell Bell, IBR Chief Equity Officer



Jake Warr, IBR ...



Johnell Bell



Lily Copenagle ...



Nikotris (she/h...



Meg Johnson (s...



Matt Serres (h...



Roberta Hunte ...



Karyn Kamero...



Steve Nakana, ...



Sebrina Owens...



Fernando Marti...



Ana Muñoz



Greg Johnson



Rebecca Kenne...



Shona Carter



Caitlin Reff, Cit...



Monica Tellez-F...

MORE VIDEOS

EAG Members

- ▶ **24 members (2 additional members pending)**
 - 12 from Washington, 12 from Oregon
 - 10 equity experts from program partner agencies
 - 5 community members
 - 9 representatives of community-based organizations

Coalition of Communities of Color
Community Foundation of SW
Washington
Constructing Hope
Disability Rights Oregon
Fourth Plain Forward

Latino Network
NAACP – Portland
Northwest Mountain Minority
Supplier Development Council
Washington State University

What We've Done

- ▶ **January 30, 2021 Orientation**
- ▶ **January 25, 2021 Meeting**
 - Program overview
 - Establishing our guiding norms & values
 - Beginning to define Equity for the program
- ▶ **February 15, 2021 Meeting**
 - Feedback on Community Engagement Approach
 - Continued development of program-specific Equity definition
 - Purpose & Need/Vision & Values discussion

Next Steps for EAG

- ▶ **Near-term work:**

- Adopt a program-specific definition of Equity
- Develop Equity Framework (with Equity definition as the foundation) to help guide program decision-making in a way that centers equity
- Inform Purpose & Need, Community Vision & Values

- ▶ **Next meetings:**

- March 8, 5:30-7:30pm
- March 29, 5:30-7:30pm

- ▶ **Members of the public are invited to observe with an opportunity for public comment. Meeting details available at: www.interstatebridge.org/get-involved**



Questions?

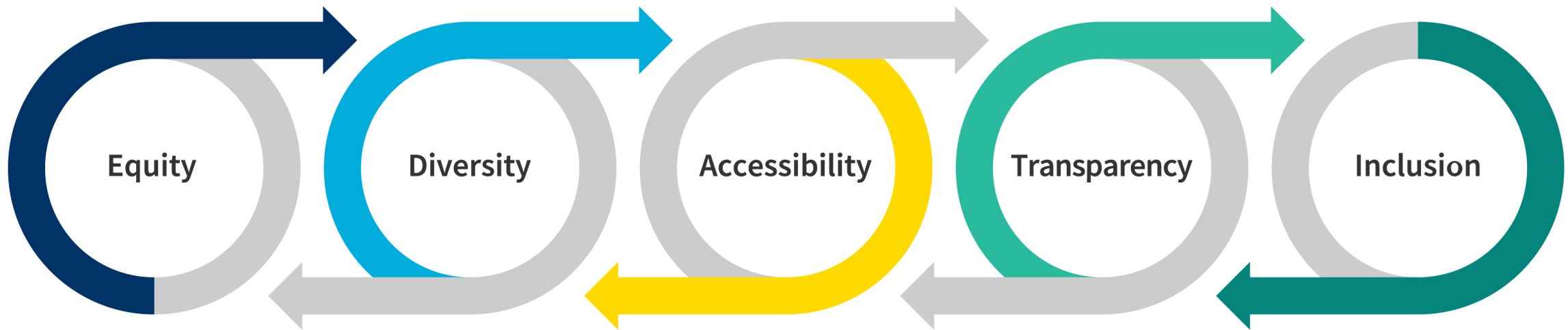


Information: Summary of Community Engagement Activities



Priorities + Goals

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



We Are Listening

Commitment to Evaluation and Accountability

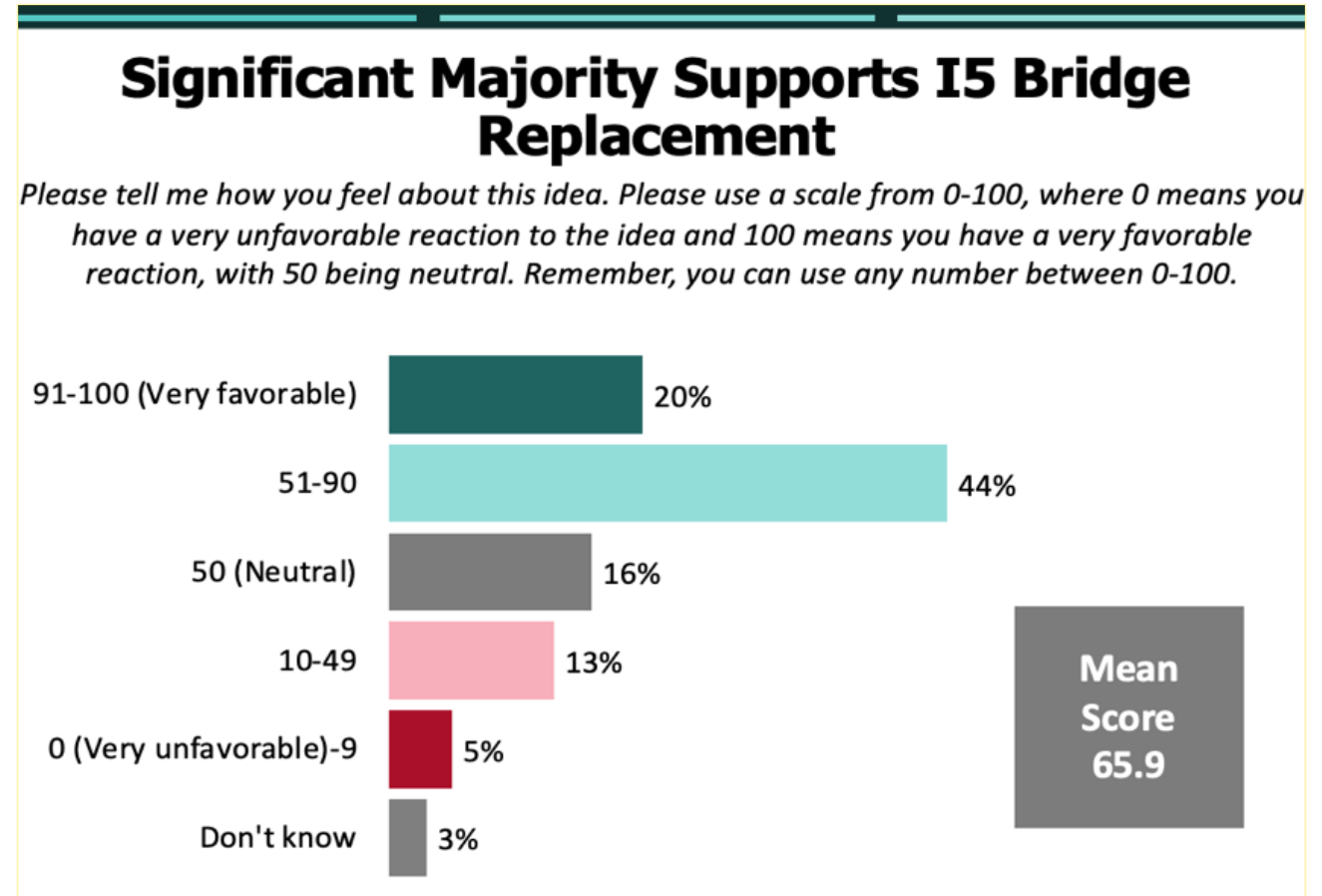
- ▶ Initial feedback from partners, elected officials, and the community has helped shape community engagement approach
- ▶ The effectiveness of outreach efforts will be regularly evaluated and updated as needed with feedback from the community and stakeholders
 - An accountability page will be created this spring to help track outreach goals and support transparency
- ▶ Community engagement efforts will include a broad range of tools to ensure that program work reflects community needs and values

High-Level Community Opinion Survey Overview

- ▶ Independently conducted survey of about 900 registered voters in Clark, Clackamas, Multnomah, and Washington counties, including about 180 voters of color
- ▶ Included qualitative online discussion board with a cross-section of local residents, and live focus groups with residents of color
- ▶ Feedback serves as a starting point to gauge preliminary opinions and priorities related to the program
 - Did not include questions on specific options or design elements of bridge replacement alternatives
 - Serves as one piece of broader community engagement efforts that helps inform outreach and further discussions with the public

High-Level Community Opinion Survey Overview

- ▶ 7/10 people believe we should address challenges with traffic now, rather than waiting
- ▶ 65% have a favorable view of replacement, 20% strong support
- ▶ 18% opposed, 5% strongly
- ▶ Support is consistent across gender, age, race, location, and bridge use frequency

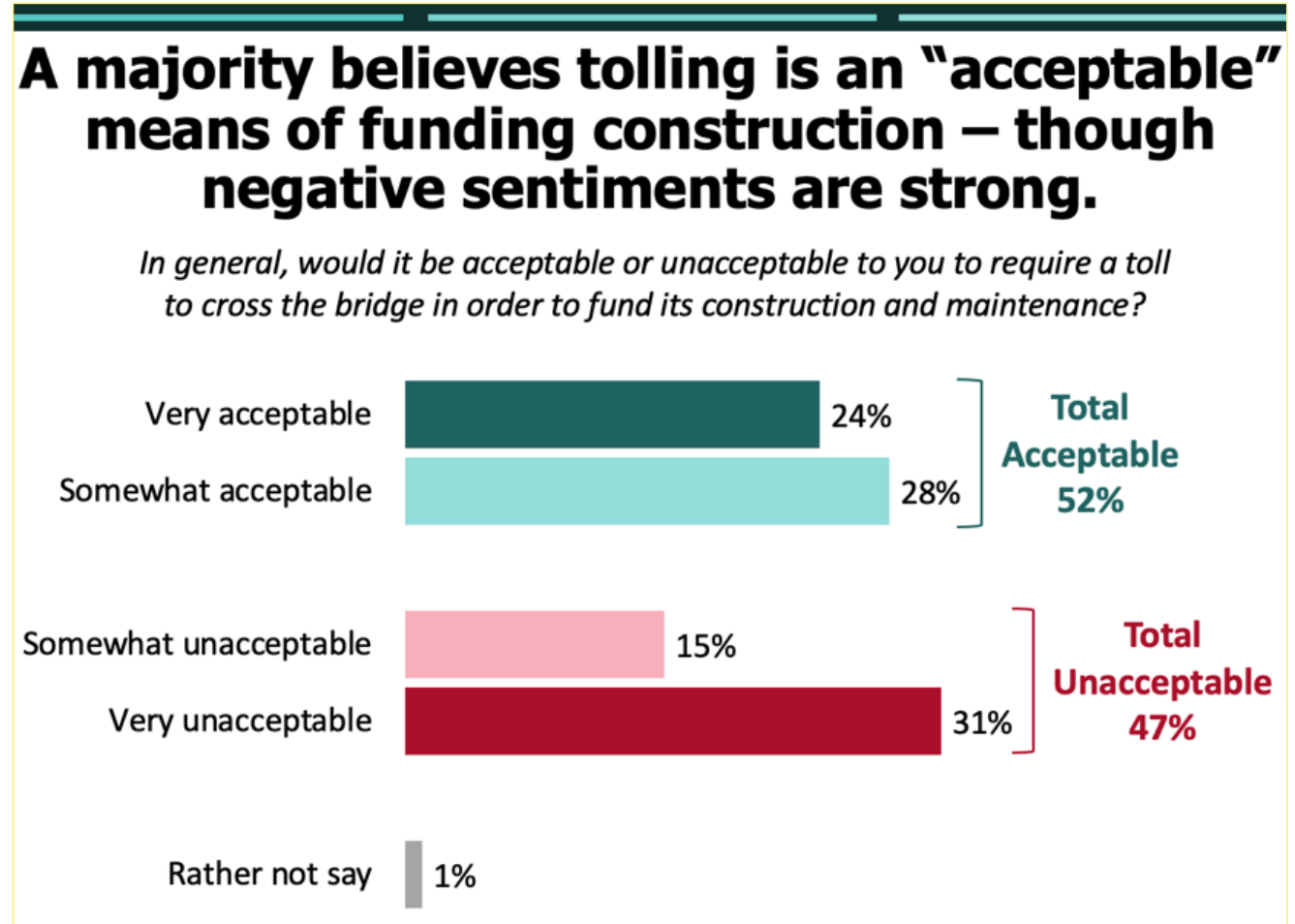


High-Level Community Opinion Survey Overview

- ▶ Traffic congestion is the biggest concern driving replacement of a bridge for the community, with seismic investment in second
 - 68% say that traffic congestion is their top concern
 - 51% point to the risk of a major earthquake
- ▶ In addition to seismic readiness and addressing congestion, other positive themes for bridge replacement include modernization, safety, job creation, and transit options.
- ▶ Equity, creating jobs and workforce opportunities, climate, and transit options are especially important for respondents of color
- ▶ The main reasons for opposition were cost and concerns about delay or mismanagement.

High-Level Community Opinion Survey Overview

- ▶ 52% believe tolling is an acceptable means of funding IBR
- ▶ 31% are strongly opposed
- ▶ Clark County respondents said they use the bridge at more than twice the frequency of other counties and are less supportive of tolling



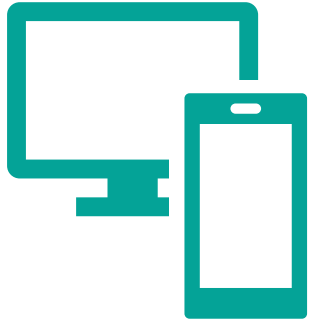


Outreach + Engagement Approach

2021 Outreach and Engagement



Outreach Activities and Getting the Word Out



- ▶ Virtual Public Meetings
- ▶ Online Open Houses and Surveys
- ▶ Live Virtual Events
- ▶ Multicultural Outreach Liaisons
- ▶ Community Based Organization Outreach
- ▶ Social Media Engagement
- ▶ Proactive Media Outreach
- ▶ Direct Email Notifications
- ▶ Digital, Print, Direct Mail and Radio Advertising
- ▶ Working/Focus/Discussion Groups
- ▶ Video Storytelling
- ▶ Podcast Series

Online Open House

- ▶ **February 16 – March 1**
- ▶ **Goals:**
 - Provide program overview, including background, timeline and process
 - Solicit input and comments
 - Open house available in 8 languages in addition to English: Slavic (Russian and Ukrainian), Chinese (Simplified and Traditional), Somali, Korean, Spanish and Vietnamese
 - Seek participation in interactive survey

The screenshot shows the website for the Interstate Bridge Replacement Program's Online Open House. At the top, the logo for the Interstate Bridge Replacement Program is on the left, and the website URL 'interstatebridge.org' with social media icons is on the right. The main header area has a dark blue background with the text 'ONLINE EVENT' in a small green box. Below this, the headline 'Help shape the future!' is displayed in white, followed by 'Interstate Bridge Replacement program Open House and Interactive Survey' and the dates 'February 16 – March 1'. To the right of the text is a photograph of many hands of different colors stacked together in a circle. Below the header is a row of five green buttons with white text: 'HOW TO PARTICIPATE', 'COMMUNITY SURVEY', 'COMMUNITIES VIDEOS', 'MEETING MATERIALS', and 'SHARE YOUR THOUGHTS'. The main content area is divided into two columns. The left column has a 'Welcome!' section with a paragraph about replacing the aging Interstate Bridge and a 'Thank you for visiting' message. The right column has a 'How to Participate' section with three numbered steps: '1. Take our online survey', '2. Watch our videos', and '3. View our exhibit boards', each with a corresponding link. Below this is a 'Your input is important!' section with a paragraph about the importance of community involvement and a 'TAKE THE SURVEY' button. At the bottom, there is a 'We want to hear from you!' section with a 'Survey activities include:' heading and three boxes: 'Identifying problems' (Evaluate problems identified in the previous planning efforts), 'Mapping challenges' (Highlight issues you experience when traveling within the Interstate Bridge Replacement program), and 'Defining community values' (Identify opportunities and benefits for our community and share values most important to you). A 'Take the Survey' button is at the bottom of this section.

Interstate
BRIDGE
Replacement Program

interstatebridge.org

ONLINE EVENT

Help shape the future!

Interstate Bridge Replacement program
Open House and Interactive Survey
February 16 – March 1

HOW TO PARTICIPATE COMMUNITY SURVEY COMMUNITIES VIDEOS MEETING MATERIALS SHARE YOUR THOUGHTS

Welcome!

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.

Thank you for visiting. The program is happy to have you here!

How to Participate

1. Take our online survey
Link: Interstate Bridge Replacement program Interactive Survey
2. Watch our videos
3. View our exhibit boards

Your input is important!

A transparent process with extensive and inclusive community involvement is critical to identifying a solution the region supports. Complete this short survey to help us better understand the transportation problems you experience with the Interstate Bridge and your vision for an effective solution. The survey will be open February 16 – March 1, 2021.

TAKE THE SURVEY

We want to hear from you!

Survey activities include:

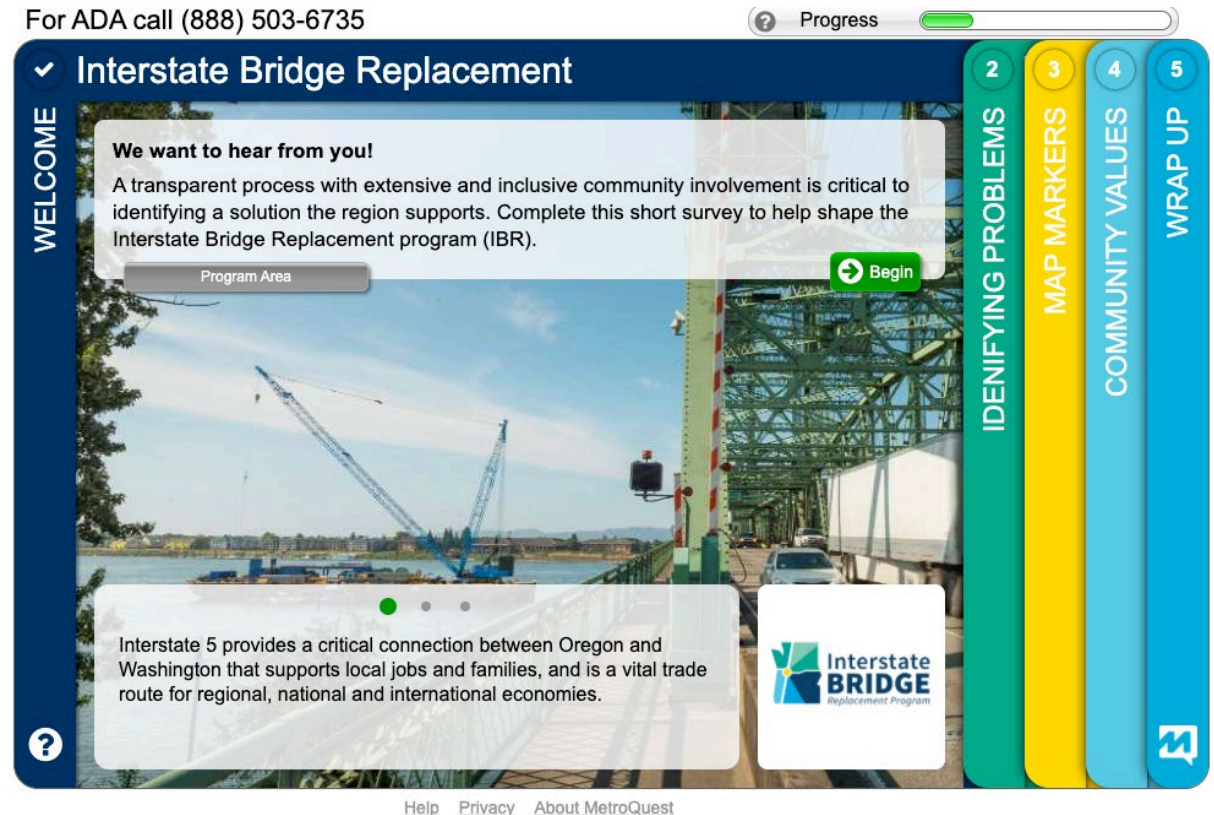
- Identifying problems**
Evaluate problems identified in the previous planning efforts and suggest others that may be missing.
- Mapping challenges**
Highlight issues you experience when traveling within the Interstate Bridge Replacement program with an interactive mapping tool.
- Defining community values**
Identify opportunities and benefits for our community and share values most important to you.

Take the Survey

Community Insights – Interactive Survey

► February 16 – March 1

- **Purpose:** Gather input to inform the Purpose and Need and establish the community Vision and Values
- Available online through our Open House (in English, Spanish and Vietnamese)
- Printed copies available in Slavic (Russian and Ukrainian), Chinese (Simplified and Traditional), Somali, Korean, Spanish and Vietnamese



Live Events

- ▶ **Community Briefings:** Four live, virtual community briefing events will provide an opportunity to understand the program and provide feedback
 - Members of the leadership team will provide brief presentations and address frequently asked questions
 - Attendees in the Zoom webinars will have the opportunity to participate in live audience 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.

Print Advertising, February 1 – March 1

► Postcards

- Mailed to more than 50,000 residences located close to the program area
 - *Includes 43,413 residences that received a Community Advisory Group (CAG) recruitment postcard*

► Local Print Newspapers

- 7 publications
 - *The Asian Reporter*
 - *St. John's Review*
 - *El Latino De Hoy* (advertisement in Spanish)
 - *Reflector*
 - *Portland Observer*
 - *Viet NNN*



The postcard features three images at the top: a bridge under construction, a person on a bicycle, and a traffic jam on a bridge. The text on the postcard includes the Interstate BRIDGE Replacement Program logo, the slogan 'Help shape the future!', and information about community events in February. It lists an online open house and community input survey from February 16 to March 1, and virtual community briefings and live audience surveys on February 18, 23, and 25. A QR code is provided for more information, and contact details for the program are listed at the bottom.

Interstate BRIDGE
Replacement Program

Help shape the future!

We are replacing the aging Interstate Bridge across the Columbia River with a modern, seismically resilient, multimodal structure.

- What transportation problems need to be addressed?
- What is your vision for the replacement of the Interstate Bridge?
- What community values are most important to help identify a solution?

Join the conversation! Attend one of our community events in February.

Virtual community briefing events will be informative, engaging and provide an opportunity to meet the experts. Attendees will have the opportunity to participate in live audience surveys.

ONLINE OPEN HOUSE & COMMUNITY INPUT SURVEY
► February 16 – March 1

VIRTUAL COMMUNITY BRIEFINGS & LIVE AUDIENCE SURVEY
► February 18 | 5:30-6:30 pm
► February 23 | Noon-1:00 pm
► February 23 | 5:30-6:30 pm (Spanish-language only)
► February 25 | 6:00-7:00 pm

CONTACT US
Email: info@interstatebridge.org
Call: 360-859-0494 (Washington) | 503-897-9218 (Oregon) | 888-503-6735 (toll-free)

Use this QR code to find more information about the online open house and virtual community briefings
www.interstatebridge.org

Community Conversations Postcard, front

Digital Advertising, February 1 – March 1

► Facebook Advertising

- 3-week paid advertising campaign
- Complemented by frequent social media posts

► Local Online Newspapers

- 9 publications:
 - *The Columbian*: 3-week digital campaign
 - *The Oregonian/OregonLive*: 3-week digital and mobile campaign
 - *Latin Media NW* (advertisement in Spanish)
 - *OAME Newsletter*
 - *The Asian Reporter*
 - *St. John's Review*
 - *El Latino De Hoy* (advertisement in Spanish)
 - *Reflector*
 - *Portland Observer*
 - *Viet NNN*



Help shape the future!

The Interstate Bridge Replacement program wants to hear your voice.

We are replacing the aging Interstate Bridge across the Columbia River with a modern, seismically resilient, multimodal structure.

SHARE YOUR VISION for this program.

TELL US what transportation problems we need to solve.

Join the Community Conversations in February!

- Online open house and community input survey
February 16 – March 1, www.interstatebridge.org

Virtual Community Briefings and Live Audience Survey

– check the website for how to join!

- February 18 | 5:30-6:30 pm
- February 23 | Noon-1:00 pm | 5:30-6:30 pm (Spanish-language only)
- February 25 | 6:00-7:00 pm

Portland Observer Digital Island Ad

Radio Advertising, February 9 – March 1

► El Rey, Portland

- Spanish radio station and advertisement
- 60 second advertisement
- Airs for 3 weeks
- Recorded by Elvia Santos Dominguez, IBR Communications Team

► KBMS, Vancouver

- 60 second advertisement
- Airs for 3 weeks
- Recorded by Johnell Bell, IBR Chief Equity Officer

Direct Stakeholder Outreach

- ▶ **Community Based Organization Outreach:**
 - Reaching out to 325+ organizations directly to share opportunities to engage
 - Ongoing invitation to provide program briefings to organizations on request
- ▶ **Multicultural Outreach Liaisons:**
 - Working directly with six multicultural liaisons fluent in other languages and deeply connected within their local communities



- Questions?
- Discussion and feedback on approach

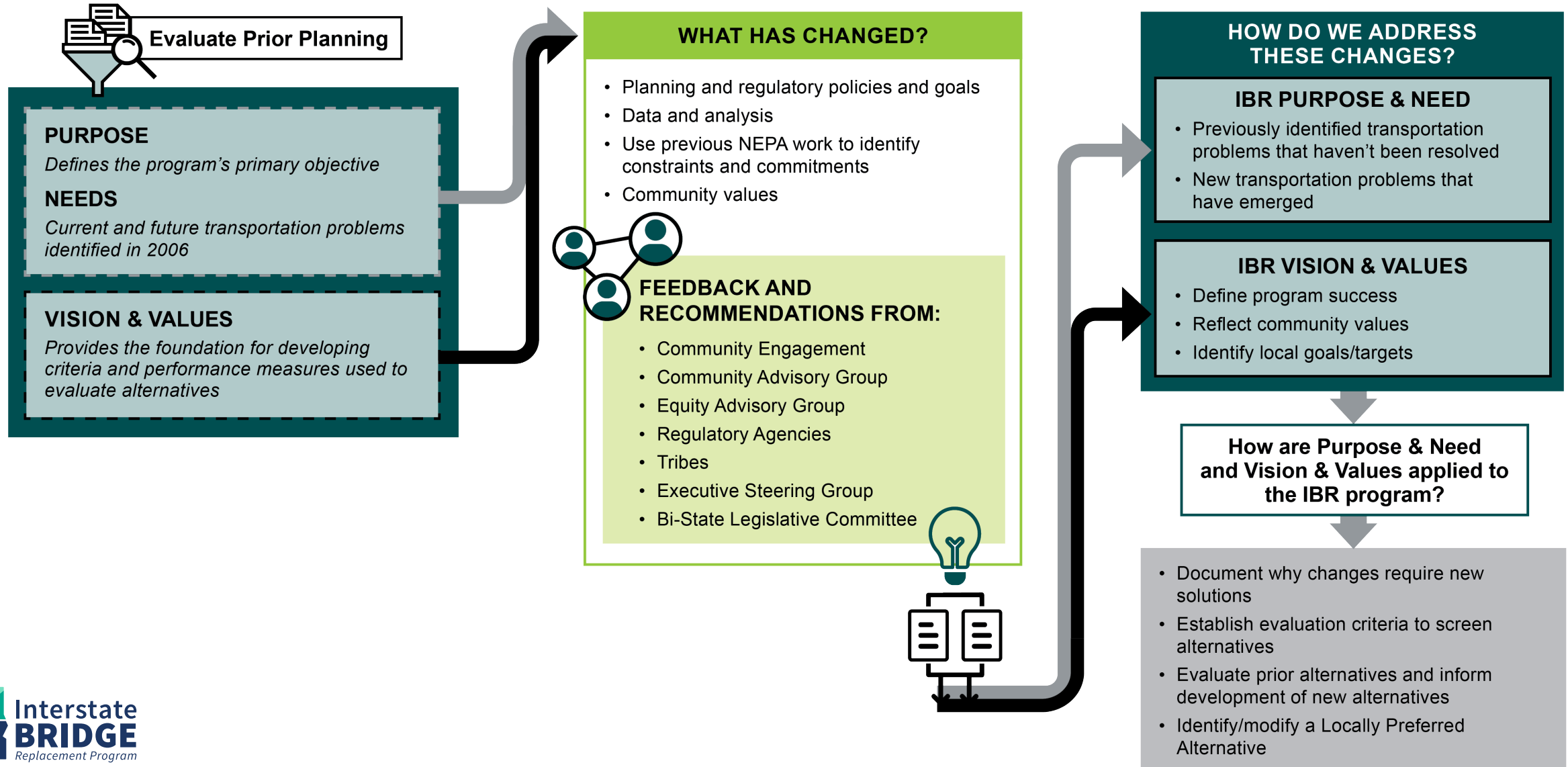


Information and Feedback: Updating Purpose & Need and Establishing Community Vision & Values

Process for Updating Purpose & Need and Establishing Community Vision & Values

Updated
2/17/21

Gather feedback to update the Purpose & Need and establish community Vision & Values



Previously Identified Problems



Safety



Impaired freight movement



Congestion



Seismic vulnerability



Inadequate bike and pedestrian paths





Limited public transportation

What's changed? What we've already heard

- Clearly identify specific impacts of potential damage to the bridge in a seismic event
- Safety and incident vulnerability has become worse, and extends to all modes of transportation including transit
- Congestion is getting worse and continues to impact freight, transit reliability and also spills onto other roads
- Find the best way to reflect that the program will be delivered through a climate and equity lens, guided by regional and state policies and priorities
- Growth in activity and interest in active transportation connections as land surrounding bridge grows and develops
- Growing demand for modal choices
- This route is a regionally and nationally significant truck route, and significant for marine and rail traffic

Advisory Group/Community Engagement Workflow

Updated
2/17/21

	Jan. - Feb.	March	April	May
Bi-State Legislative Committee		Milestone 		Milestone 
Advisory Groups (ESG, CAG, EAG) and Community Engagement	<ul style="list-style-type: none"> • CAG + EAG: Provide background information. • EAG: develop IBR program-specific definition of 'equity'. • Community: Seek broad, diverse, and inclusive input to update P&N and establish Community V&V. 	<ul style="list-style-type: none"> • IBR: Synthesize, reflect on input, integrate and coalesce new information. • IBR + ESG: Offer updated P&N and draft Community V&V for consideration by Bi-State Legislative Committee. • EAG: develop Equity Framework and apply to P&N, V&V. 	<ul style="list-style-type: none"> • ESG: Incorporate feedback, seek alignment among interests, and confirm support from councils, commissions, and boards. • EAG: continued application of equity framework on updated P&N, and draft community V&V • CAG: Strive for consensus recommendation on updated P&N, and draft Community V&V. 	<ul style="list-style-type: none"> • ESG: Consider recommendation and strive for a consensus recommendation to submit to IBR program for presentation to Bi-State Legislative Committee.





Discussion Questions

- ▶ What has changed in our region since previous planning efforts on the bridge?
- ▶ Why are these changes important for our regional transportation system?
- ▶ How can these changes inform the IBR program?



Opportunity for Brief Public Input

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.
- ▶ Attendees will be allocated up to 2 minutes for public comment depending on the number of commenters up to a total of 10 minutes.



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:

- ▶ Email comments to info@interstatebridge.org with "ESG Public Comment" in the subject line
- ▶ Call 888-503-6735 and state "ESG Public Comment" in your message





Confirm Upcoming Meeting Topics, Next Steps, and Summary

Next Steps, Action Items, and Summary



- ▶ Confirm upcoming meeting topics for March 17, 2021:
 - ▶ Updates and input from CAG and EAG
 - ▶ Report out on Interactive Survey and Community Engagement activities
 - ▶ Review Progress on Purpose & Need and Community Vision & Values
- ▶ Review action items
- ▶ Summary



Thank you!