



# IBR Executive Steering Group Meeting

December 16, 2021

10:00 a.m. – 12:00 p.m.

[www.interstatebridge.org](http://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://ibr.news/captions>

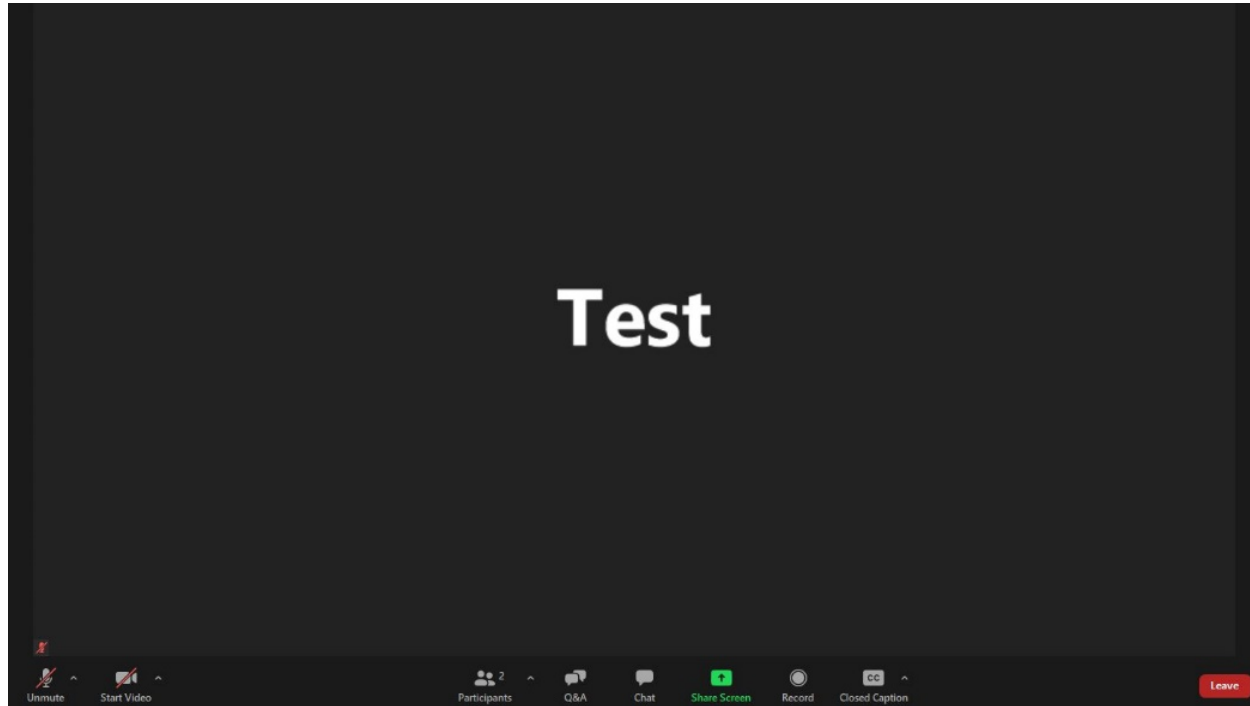
## Subtítulos disponible en Inglés y Español

Los subtítulos en Inglés están disponibles en Zoom y YouTube.

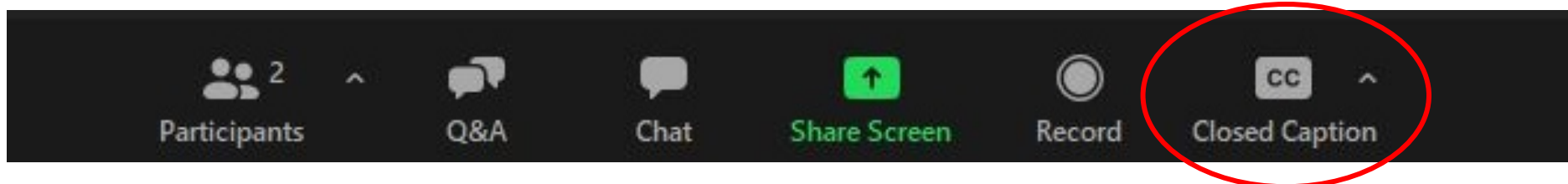
Usuarios pueden seguir este enlace para ver los subtítulos en Inglés y Español en una ventana separada del navegador:

<https://ibr.news/captions>

# 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. Click on the “CC” icon and a separate window with captions will appear.



# Webinar Participation Tips

- ▶ Thank you for joining us today!
- ▶ We encourage panelists to turn on your video.
- ▶ Please keep your audio on mute when not speaking.
- ▶ Before speaking, please state your name and affiliation to help attendees identify who is talking.
- ▶ If you experience technical difficulties, please contact program staff at:  
**(360) 329-6744**

# 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 “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

# Welcome and Updates

- ▶ **Greg Johnson, Program Administrator**
  - Welcome and program updates
- ▶ **Executive Steering Group Members**
  - Regional updates
- ▶ **Millicent Williams, Facilitator**



# Meeting Agenda

Time	Topic
10:00-10:20 am	Welcome, Introductions, Proposed Agenda, and Updates
10:20-11:00 am	Overview: IBR Solution/Draft Modified LPA
11:00-11:40 am	Community Engagement Update
11:40-11:50 am	Opportunity for Public Input
11:50-12:00 pm	Confirm Upcoming Meeting Topics, Next Steps and Summary
12:00 pm	Adjourn



# Meeting Ground Rules

- ▶ Honor the agenda
- ▶ Listen to understand and ask questions to clarify
- ▶ Hard on the problems, soft on the people
- ▶ Address interests and seek common ground
- ▶ Provide a balance of speaking time



# Overview: IBR Solution/Draft Modified LPA

- ▶ **IBR Solution and Draft Modified Locally Preferred Alternative (LPA)**
  - Synonymous
  - Contains program elements and conditions
  - Supports next steps
- ▶ **Inputs to decision making**
  - Technical recommendations
  - Advisory group input
  - Community input
  - Partner Review & Recommendations
- ▶ **Timeline**
  - Provide program components by Spring 2022
  - Programming boards, councils and commissions
  - Endorsement no later than June 2022



# Fall 2021 Community Engagement

Design Options + Getting to the IBR solution

# Recent Engagement + Outreach

Developing a safe and equitable solution for future generations...

Your feedback matters! Combined with stakeholder, advisory groups and partner input, your suggestions will contribute to identifying a new multimodal bridge replacement solution that meets the transportation needs of the region – now and for future generations. View the stations below to learn where the program is in the planning process and take our online survey to share your feedback. Your input will help guide the decisions to identify a bridge replacement solution that meets everyone's needs.



| Take our online survey! [Live until December 10.](#)

- ▶ Online Open House
- ▶ Online Community Survey
  - ADA testing, available in 11 languages
  - 9,474 surveys completed
- ▶ Community Briefings
- ▶ Listening Sessions
- ▶ Community Working Groups
- ▶ Youth Press Conference
- ▶ Freight Workshop

# Advertisement + Notification Tactics



**Interstate BRIDGE**  
Replacement Program

Tham gia cùng với chúng tôi

Hãy cùng chúng tôi tìm hiểu về việc thay thế Cầu Liên tiểu bang. **Ý kiến phản hồi của quý vị quan trọng!** Kết hợp với ý kiến đóng góp từ các bên liên quan, nhóm tư vấn và đối tác, đề xuất của quý vị sẽ góp phần xác định một giải pháp thay thế cầu đa phương thức mới, đáp ứng nhu cầu vận tải của khu vực – trong hiện tại cũng như dành cho các thế hệ tương lai.

**Vào tháng 11:** truy cập trang web trực tuyến về thông tin dành cho công chúng của chúng tôi, tham gia cuộc khảo sát trực tuyến và tìm hiểu về các sự kiện cộng đồng sắp tới để gắn kết với nhân viên chương trình. Tìm hiểu thêm tại: [interstatebridge.org/november](https://interstatebridge.org/november)



## ▶ Social Media

- 3 Facebook/Instagram ads running renewed weekly; over 254k impressions
- 2 LinkedIn ads; over 10k impressions
- 1 TikTok ad; nearly 200k impressions

## ▶ Print Advertising

- 10 digital and print ads
- Columbian, Oregonian, Scanner, Reflector, Latino de Hoy, Viet NN

## ▶ Radio Advertising

- El Rey
- KMBS

## ▶ Direct Mail

- 51,531 postcards mailed to homes and businesses in 7 zip codes

## ▶ Transit ads

- C-TRAN: channel cards
- TriMet: bench & Michelangelo ads

## ▶ E-news alerts

- 2 notifications to over 6,700 IBR newsletter subscribers

## ▶ Direct outreach

- Directly contacted 400+ CBOs

## ▶ CBO Partners

- Social media and email advertising

## ▶ Canvassing

- 35 businesses and community organizations within the program area

# Community Advisory Group Update

- ▶ **Met in November and December**
- ▶ **Reviewed:**
  - Preliminary Design Options
  - Transit data and modeling approach
  - IBR workplan and schedule
  - Desired outcomes/Screening criteria
- ▶ **Key takeaways:**
  - Comments focused on safety, traffic congestion and an interest in tolling
  - Upcoming meetings will include more information about climate and equity and how the screening process will incorporate these priorities

# Community Briefings

## ▶ Four virtual briefings in November

- Purpose: share program information and ensure participants understand design options, enabling meaningful engagement with online open house and survey
- Program update, review design options, audience participation questions, Q+A
- 91 total participants

## ▶ What we heard

- Participants care most about transit options, number of lanes, and where on/off ramps are located
- Interest in discussing design details not yet determined (e.g., placement of guard rails, bridge deck height for bicycles, etc.)
- Concern around potential impacts to residences, businesses, neighborhoods, and the environment
- Interest in discussing details around cost and funding, including tolls

# Community-Specific Listening Sessions

## ▶ Series of four listening sessions held in November

- Co-hosted with 10 community-based organizations
- Purpose: Share program information and design options with equity priority communities; solicit feedback in an affinity space

## ▶ What we heard

- Concerns around how tolling will be implemented equitably
- Youth concern around environmental impacts
- Desire for accessible and dependable transit options
- Overall need for accessible and digestible information
- Wanting more time and affinity sessions

Community	No. of participants
Multilingual	94
BIPOC	74
People living with a disability	26
Youth and lower income	157
Total	352



# Youth Press Conferences

- ▶ **The IBR program held two Youth Press Conferences in early November with college and high school students.**
  - Part of intentional effort to proactively engage youth as part of the conversation as we work toward designing a new Interstate Bridge that will serve future generations for the next 100 years.
- ▶ **Questions centered around the following topics:**
  - Jobs
  - Construction
  - Tolls
  - Equity and active transportation concerns
  - Environmental and climate concerns

# Community Working Groups

- ▶ **Four groups each met twice (total of eight meetings) to provide feedback on different program focus areas**
  - Active Transportation, Downtown Vancouver, Hayden Island/Marine Drive, Multimodal Commuter
- ▶ **What we heard**
  - Support for high-capacity transit
  - Need to alleviate existing heavy traffic conditions
  - Desire for safer pedestrian and cyclist bridge access and crossing
  - Desire for more reliable and safe transportation service throughout the program area
  - Concern about potential impacts to residents, businesses, and communities

# Freight Leadership Feedback

## ▶ Freight leadership meeting on November 19

- Conversation between the IBR program, Ports of Vancouver & Portland, and freight community leaders
- Shared information on the program's climate and equity commitment, design options, and engagement opportunities
- Heard about regional freight priorities and how to best engage with the freight community

## ▶ Key feedback

- Interest in the logistical and design considerations for high, wide, and heavy freight
- Desire for traffic data projections into 2045
- Interest in freight capacity matching population and job growth in the region
- Desire for additional opportunities for engagement

# Incorporating What We Heard

## ► Next Steps

- Community input gathered during the fall engagement process is one of many inputs into the decision-making process for identifying the Draft Modified LPA.
  - *Feedback will be shared in December with IBR technical staff and partner agency staff and will be considered alongside modeling data and screening results to inform the development of recommendations for the Draft Modified LPA.*
  - *A comprehensive Community Engagement Report will be publicly available in January.*
- Online open house page will be updated to reflect current work and where we are in the process.
- Community engagement activities will be ongoing throughout the life of the program, with targeted opportunities to provide feedback at key milestones and decision points.

# Opportunity for 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. If you are commenting by phone dial \*6 to unmute.
- ▶ 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:

- ▶ Fill out comment form on program website or email comments to [info@interstatebridge.org](mailto:info@interstatebridge.org) with “ESG Public Comment” in the subject line.
- ▶ Call 888-503-6735 and state "ESG Public Comment" in your message.
- ▶ All written comments must be received prior to 48 hours in advance of each upcoming meeting in order to be distributed to ESG members. Comments received after that point will be distributed to members in advance of their next meeting. All comments are posted on the IBR website.



# Confirm Upcoming Meeting Topics, Next Steps, and Summary



# Next Steps, Action Items, and Summary



- ▶ Next meeting: **Thursday, January 20<sup>th</sup> from 10am – 12pm**
- ▶ Confirm upcoming meeting topics:
  - ▶ Seeking alignment and an Agreement in Principle (AIP) on desired outcomes, screening criteria, and the screening process
  - ▶ Progress on developing design options
  - ▶ Community Working Groups and Fall Community Engagement
- ▶ Review action items and summary



# Thank you!