

## COMMUNITY CONVERSATIONS

### Initial Engagement Summary / Preliminary Survey Findings on Purpose & Need, Vision & Values

February – March 2021

Below is a high level summary about the amount of engagement we received, and statistics around where outreach was done, and how many individuals were reached. Given the volume of open-ended comments received, more thorough review of input is underway to inform ongoing conversations. The goal is to complete a community outreach report in late March highlighting the feedback received through the various forms of outreach.

#### Engagement + Outreach

- Online Open House
- Interactive Survey
- Community Briefing Events
- Program Website
- Social Media (Instagram, Facebook, Twitter, YouTube)
- Direct Stakeholder Engagement (Organizational outreach, multicultural outreach, public comments)
- Group Input (Executive Steering Group, Equity Advisory Group, Community Advisory Group)
- Listening Sessions (Elevating Equity Voices, Youth)

#### Outreach Tactics

- Social media (Facebook) paid advertising and banners in seven languages
- Over 53,000 direct mail postcards sent to community members
- 7 advertisements in print newspapers
- 9 advertisements in online newspapers and e-newsletters
- Three-week long digital campaigns in The Columbian and Oregonian / OregonLive
- 2 radio advertisements, one in Spanish
- 1 e-news alert, 2 e-newsletters to over 7,000 subscribers
- Outreach 331 community-based organizations
- Direct telephone outreach to individuals and organizations

#### Interactive Survey Participation

- **9,155** total survey participants (78 Spanish surveys, 58 Vietnamese survey)
- **14,470** total comments received (374 Spanish, 234 Vietnamese)
- This survey is an opt-in survey that provides a window into a broad variety of perspectives from around the region
- This survey is not reflective of open-ended survey comments, statistically significant within a margin of error, demographically representative of the program area, inclusive of extensive input from the houseless community or those members of the community without internet access
- From the six previously identified transportation problems, the top three prioritized by the community in the survey: congestion and reliability, earthquake vulnerability, transportation safety

- Within each broad category offered on the survey, the top two community values prioritized in responses include:
  - **Commitment to equity** –
    - A strong focus on transportation for low-income travelers, people with disabilities and non-drivers
    - Minimizing impacts on neighboring communities
  - **Environment** –
    - Protect fish, wildlife and associated habitats
    - Protect water quality
  - **Safety and reliability** –
    - Less time sitting in traffic (vehicle or transit)
    - Make sure the bridge is earthquake-ready
  - **Cost and funding** –
    - Utilize previous planning work to maximize past investments and support efficient decision making
    - Limit funding options (such as tolling) that will directly impact users
  - **Transit and multimodal** –
    - Extend light rail across the bridge
    - Provide public transit options that are direct routes between Portland and Vancouver / Clark County
  - **Economy and community** –
    - Prioritize future generations transportation needs and priorities
    - Support the efficient movement of goods / services along the West Coast
- **Community Briefing Events** –
  - 195 live participants + almost 100 YouTube views
  - Live audience participation surveys
- **Direct Stakeholder Engagement**
  - **Community Organization Outreach**
    - 331 organizations contacted via email
    - 66 phone calls and follow up emails
  - **Multicultural Outreach**
    - Liaisons engaged with community members in 8 different languages
    - More than 300 surveys completed through phone calls, translated via social media, and translated paper materials
  - **Social Media Engagement**
    - Urging others to take the survey through sharing and in comments
    - Questions regarding program cost and funding sources
    - Strong support for high-capacity transit mode as part of program
  - **Public Comments**
    - 146 total comments received, separate from direct survey comments from February 1 – March 1 (email, website form, online open house form)