

# 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! <sup>📄</sup> Live until December 10.

- ▶ Online Open House
- ▶ Online Community Survey
  - ADA testing, available in 11 languages
  - Over 8,700 surveys completed
- ▶ Community Briefings
- ▶ Listening Sessions
- ▶ Community Working Groups
- ▶ Youth Press Conference
- ▶ Freight Workshop

# Advertisement + Notification Tactics



## ▶ Social Media

- 3 Facebook/Instagram ads running renewed weekly; over 254k impressions
- 2 LinkedIn ads; over 10k impressions
- 1 TikTok ad; nearly 180k 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 and to homes and businesses in 7 zip codes

## ▶ Transit ads

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

## ▶ Direct outreach

- Directly contacted 400+ CBOs

## ▶ E-news alerts

- 2 notifications to over 6,700 IBR newsletter subscribers

## ▶ CBO Partners

- Social media and email advertising

## ▶ Canvassing

- 35 businesses and community organizations within the program area

# Fall Community Advisory Group Update

## ▶ Preliminary design options

- In November and December, the CAG spent significant time learning about design and transit options and was able to ask questions and provided feedback, with most CAG comments focusing on safety, traffic congestion and an interest in tolling.

## ▶ Transit

- CAG received information on the different types of high capacity transit being considered and was able to get a deep dive of information regarding transportation data and modeling from the transportation and environmental teams.

## ▶ IBR workplan & schedule

- CAG has been continually updated on the IBR program workplan and schedule. Each month CAG receives a report on the actions the program is making, a look into the future discussion topics, and progress on getting to the 1 IBR Solution/Draft modified LPA

## ▶ Desired outcomes/screening criteria

- CAG was able to hear from the IBR environmental team on the list of desired outcomes as it relates to screening criteria. More information will be presented to CAG regarding climate & equity as it relates to screening criteria, in 2022.

# Community Briefings

## ▶ 4 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 4 listening sessions held in November

- Co-hosted with 11 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 transit options
- Overall need for accessible and digestible information

Community	No. of participants
Multilingual (interpretation available in 11 languages)	94
BIPOC	62
People living with a disability	22
Youth and lower income	152
Total	332



# 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

- ▶ **4 groups met twice 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 feedback will be shared with IBR technical staff and IBR decision makers and will be considered alongside modeling data and screening results to help differentiate between design options
- A comprehensive Community Engagement Report will be available publicly in January
- The Online Open House will be updated to reflect current work and where we are in the process