



IBR Executive Steering Group Meeting

January 20, 2022

10:00 a.m. – 12:00 p.m.

www.interstatebridge.org

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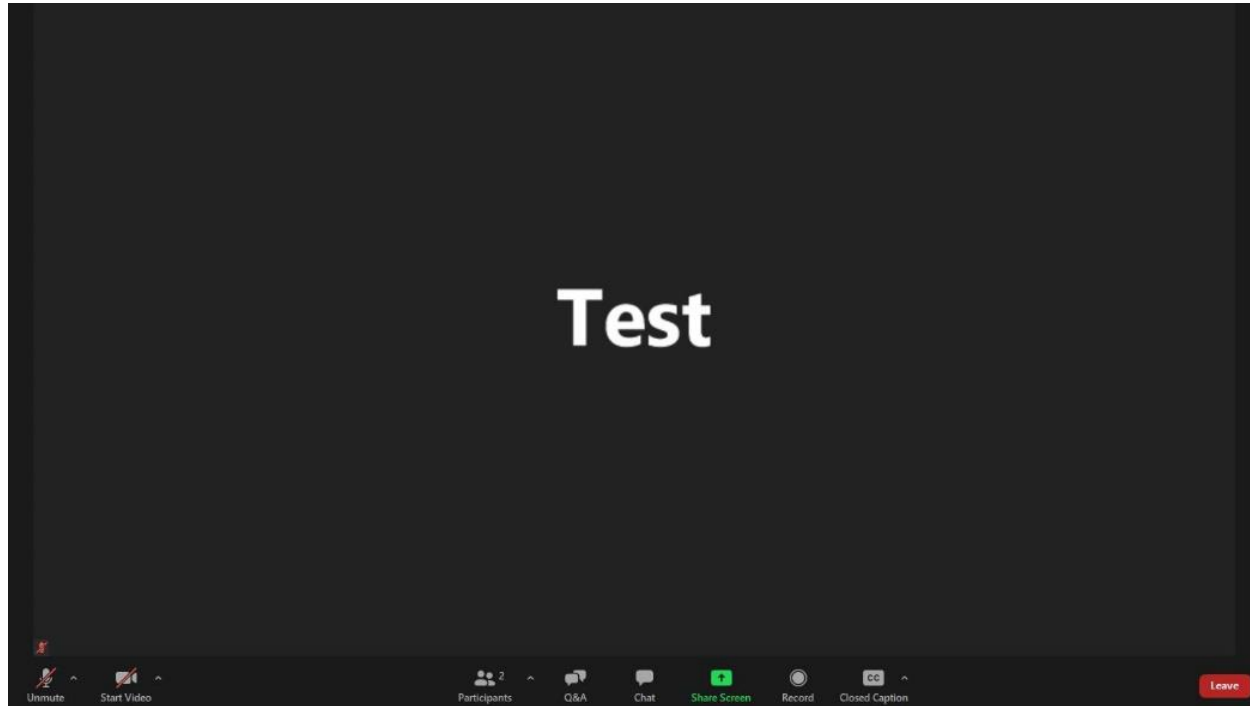
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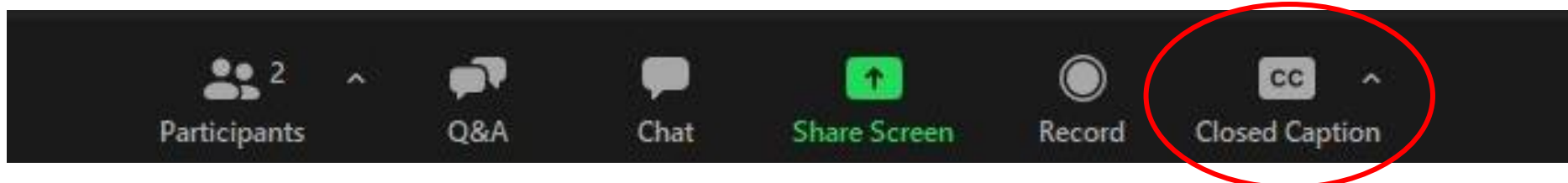
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How to access closed captions



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.
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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 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 -10:30 am	Welcome, Introductions, Agenda Review, and Updates
10:30 -11:00 am	Overview – Program Work Plan
11:00 -11:40 am	Community Engagement Update
11:40 -11:50 am	Opportunity for Public Comment
11:50 -12:00 pm	Confirm Upcoming Meeting Topics, Next Steps and Summary
12:00 pm	Adjourn

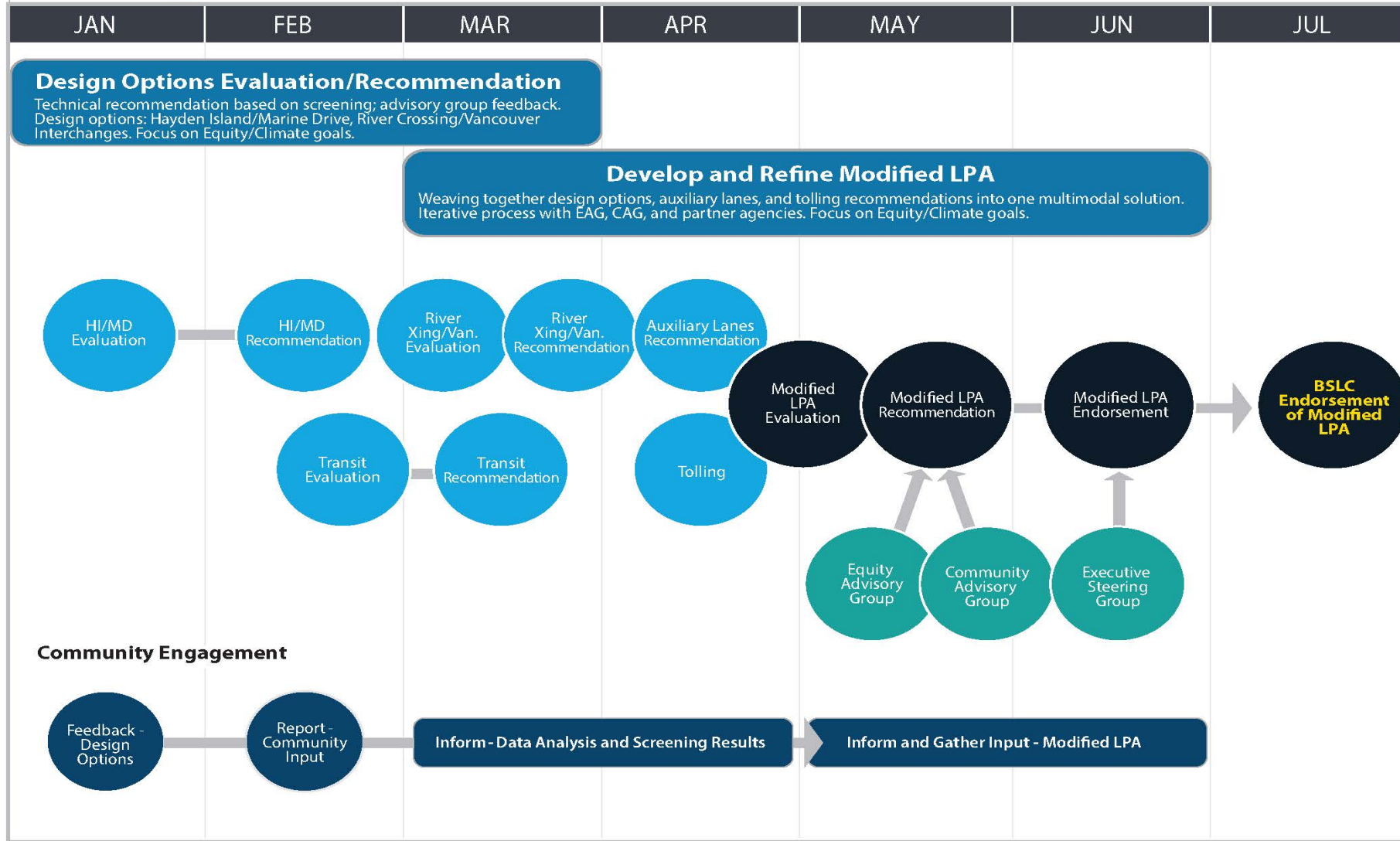
Meeting Ground Rules

- ▶ 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: Program Work Plan

Getting to the IBR Solution





Fall 2021 Community Engagement

Design Options

Engagement + Outreach

▶ Online Open House

- Available in 9 languages: English, Somali, Spanish, Chinese (simplified and traditional), Russian, Ukrainian, Korean, and Japanese

▶ Online Community Survey

- 9,600+ surveys submitted
- Available in 11 languages: English, Somali, Spanish, Chinese (simplified and traditional), Russian, Ukrainian, Korean, Arabic, Vietnamese, Romanian
- Open Nov. 12 – Dec. 10, extended to Jan. 2 for outreach to equity priority communities

▶ Listening Sessions

- 307 participants
- Co-hosted with CBO partners
- Live language translation and ASL interpretation
- Slides available in 12 languages: English, Somali, Spanish, Chinese (simplified and traditional), Russian, Ukrainian, Korean, Chuukese, Arabic, Romanian and Thai

▶ Community Briefings

- 4 virtual events attended by 91 people

▶ Community Working Groups

- Active Transportation, Downtown Vancouver, Hayden Island/Marine Drive, Multimodal Commuter

▶ Youth Press Conference

- High school and college level journalists

▶ Freight Leadership Meeting

- Co-hosted with Port of Portland and Port of Vancouver

▶ Advisory Groups

- Unique survey link (83% participation)

Advertisement + Notification



▶ Social Media

- 3 Facebook/Instagram ads running renewed weekly; over 718k impressions
- 2 LinkedIn ads; over 56k impressions
- 1 TikTok ad; 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 and to homes and businesses in 7 zip codes

▶ Transit ads

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

▶ Direct outreach

- Directly contacted 300+ CBOs

▶ E-news alerts

- 2 notifications to over 6,700 IBR newsletter subscribers

▶ 11 CBO Partners

- Social media and email advertising

▶ Canvassing

- 35 businesses and community organizations within the program area

Design Options Feedback - Overall Takeaways

- ▶ Many expressed desire to find a solution and “build it already”
- ▶ Desire to both relieve congestion and reduce greenhouse gas emissions
- ▶ Trip time, ease of trip, and avoiding a toll reported as most influential factors when choosing how to travel across the Interstate Bridge in the future
- ▶ Desire to understand benefits and tradeoffs of each design option more clearly
- ▶ Concern around costs and tolling

Equity-Priority Engagement Tactics

▶ Accessibility

- Conducted ADA user testing and implemented recommendations
- Language translation for survey, online open house and listening sessions

▶ Partnerships with community-based organizations

- 11 CBO partners distributed listening session information to their networks through email blasts, social media posts, and newsletter articles

▶ Survey deadline extension

- Survey demographics did not fully represent overall community demographics
- We heard that certain communities need more time to understand, digest, and provide feedback on information as complex and technical as the design options
 - *Refined survey and outreach materials to meet needs of people living with disabilities or who use screen readers and visual aids*
 - *Provided additional time for multi-lingual participants to take the survey*
- Direct engagement to CBO partners, advisory group members and listening session participants

Equity-Priority Engagement Feedback

▶ BIPOC

- Listening sessions participants reported using transit most frequently (~60%) to travel across the bridge, others carpool, and few use single-occupancy vehicles
- Expressed reduction in trip frequency due to job loss
- Need for ongoing engagement with BIPOC communities in affinity spaces

▶ People Living with Disabilities

- High interest for accessible and dependable transit options
- Concern over funding and project cost
- Concern about construction signage and notices along with signs on new bridge

Equity-Priority Engagement Feedback

▶ Youth and People Living with Lower Income

- Strong environmental impact concerns
- Support infrastructure that promotes high-capacity transit and low-stress active transportation options

▶ Limited English Proficiency (LEP), Immigrants, and Refugees

- Concerns around how tolling will be implemented equitably
- Safety and congestion relief are top priorities
- Desire for dedicated lanes for freight or transit
- Support active transportation and high-capacity transit options
- Several people expressed support of a stacked bridge alignment option

Listening Session & Community Working Group Demographics

Listening Sessions

Session	# of participants
BIPOC	55
Youth & lower income	129
People with disabilities	30
Multilingual	93
Total Participants	307

Community Working Groups

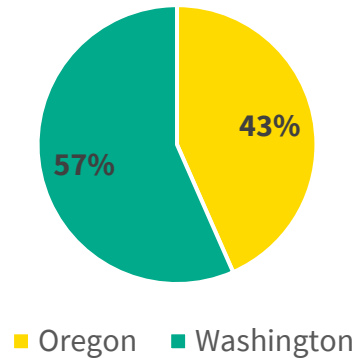
Demographic	# of participants
BIPOC	18
People with disabilities	10
Young people (25 and younger)	3
Older adults (65 and older)	15
Oregon residents	33
Washington residents	47
Total Participants	81

Survey Demographics

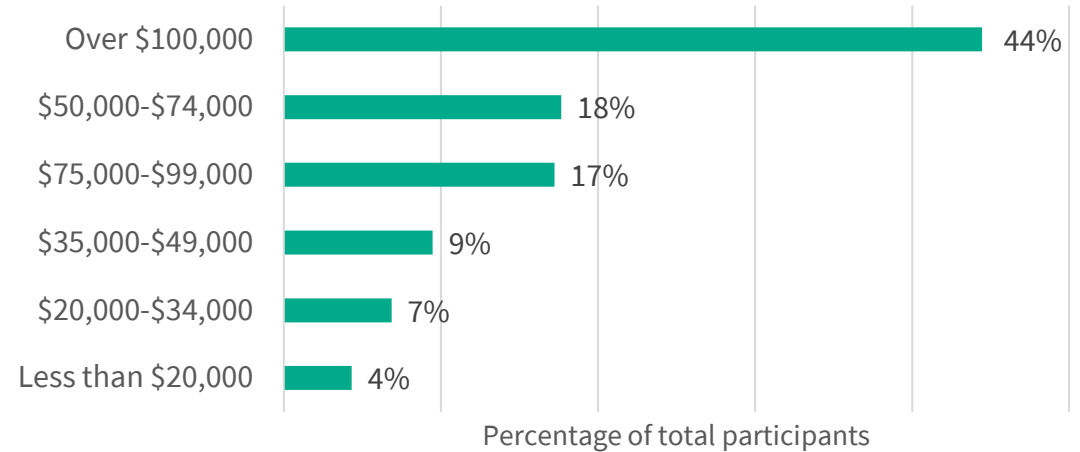
TOTAL PARTICIPANTS: 9,600+

- Age – 6,600+ responses
- Race – 6,500+ responses
- Income – 6,300+ responses
- Location – 6,400+ responses

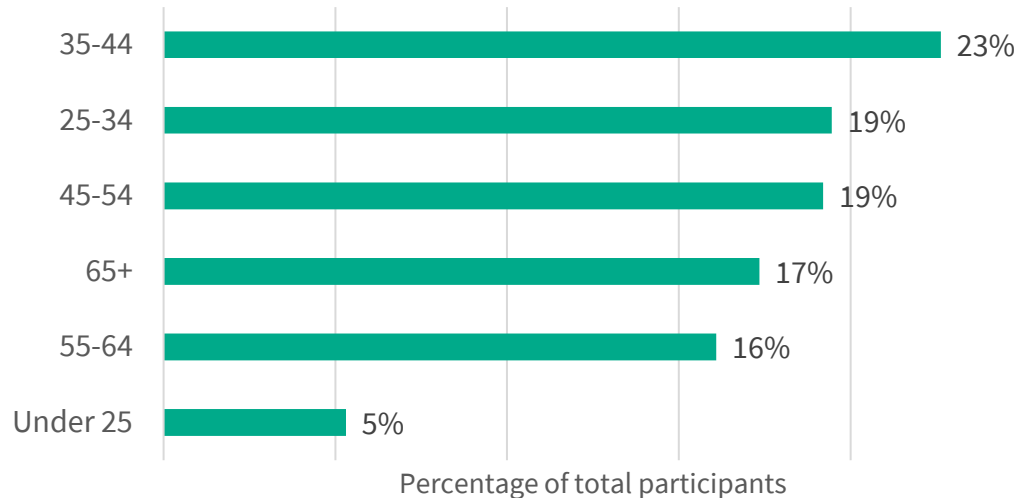
Location



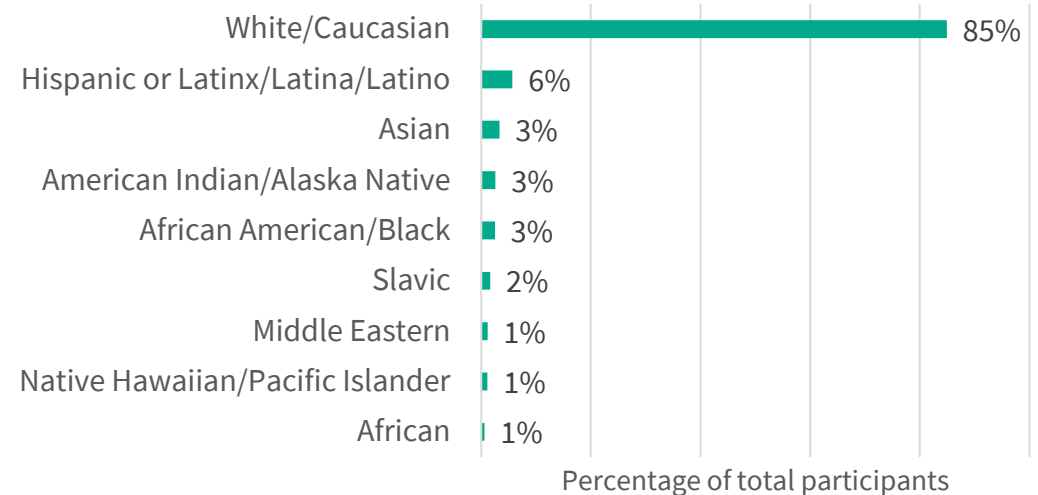
Income



Age

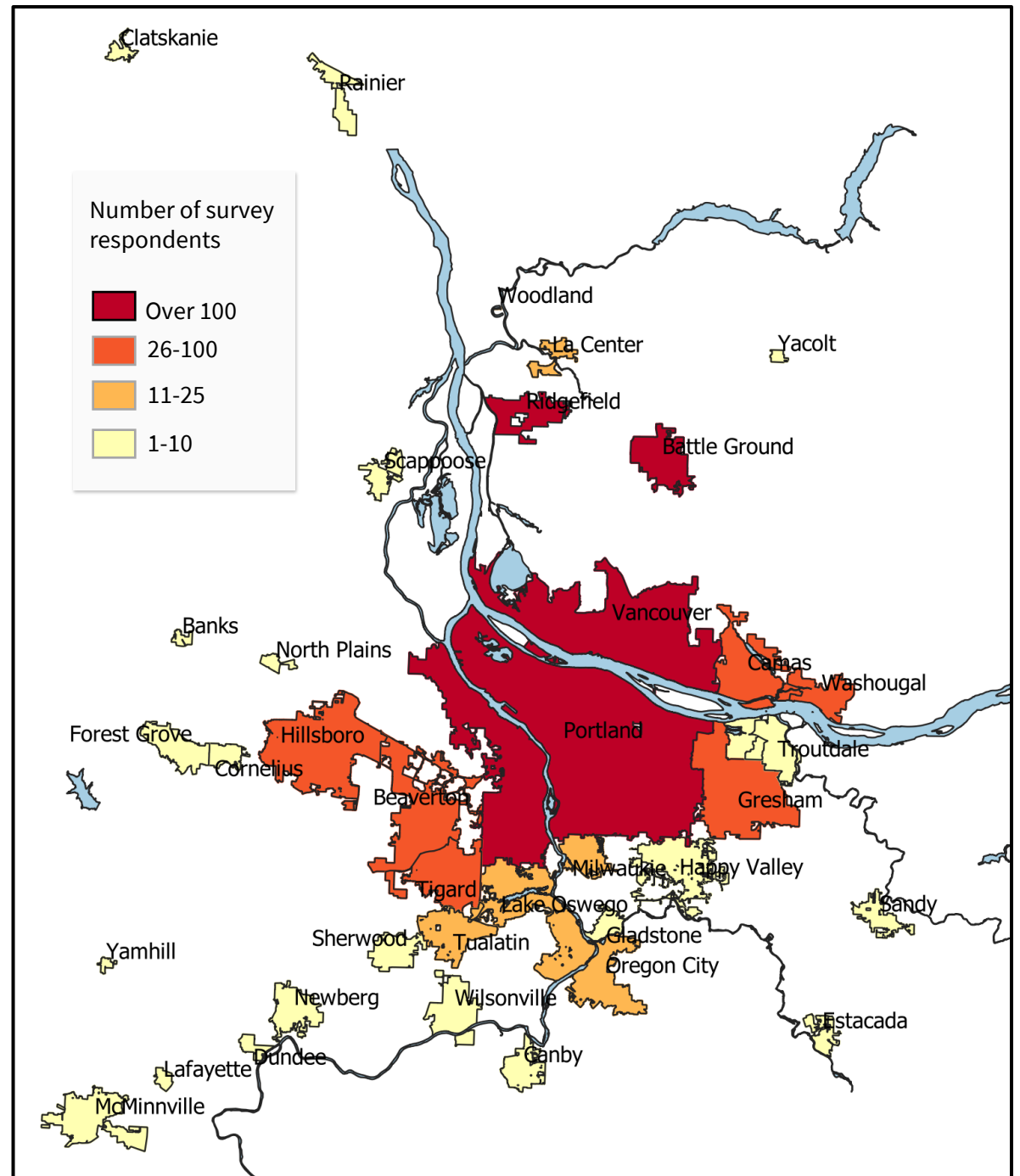


Race



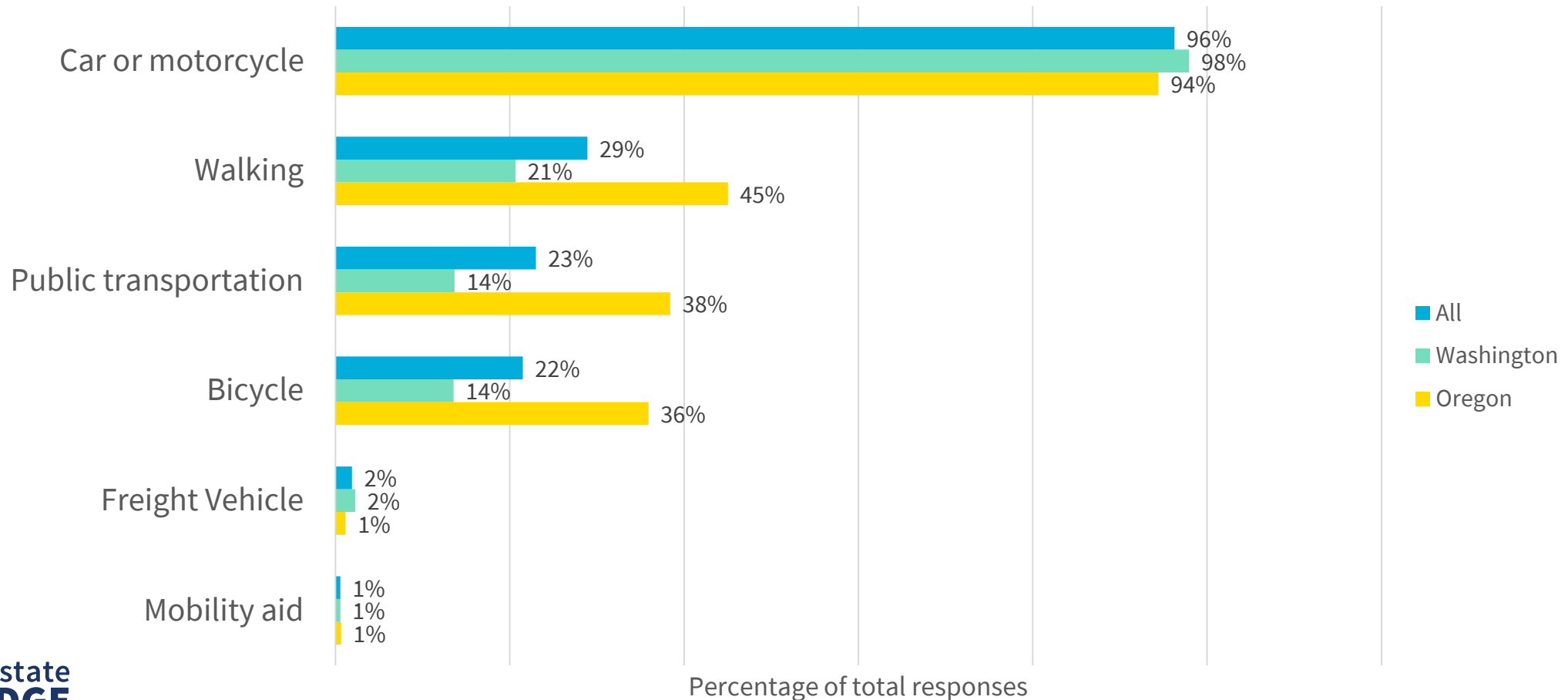
Survey Reach

- ▶ Respondents were asked which city they lived in
- ▶ Of those who provided their city, the vast majority live in Portland (over 2,400) or Vancouver (over 3,000)



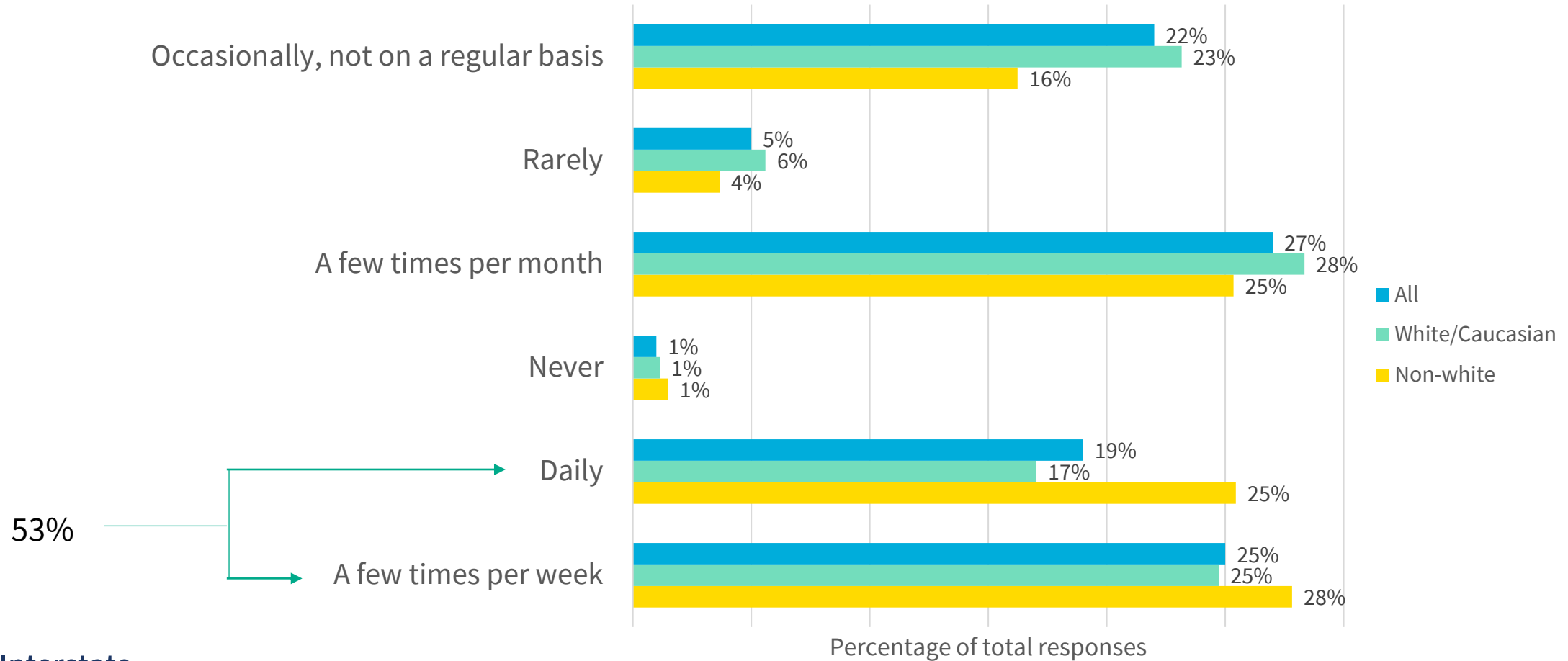
Travel Patterns

- ▶ **Survey question: Which of the following do you rely on to get around?**
(select all that apply)



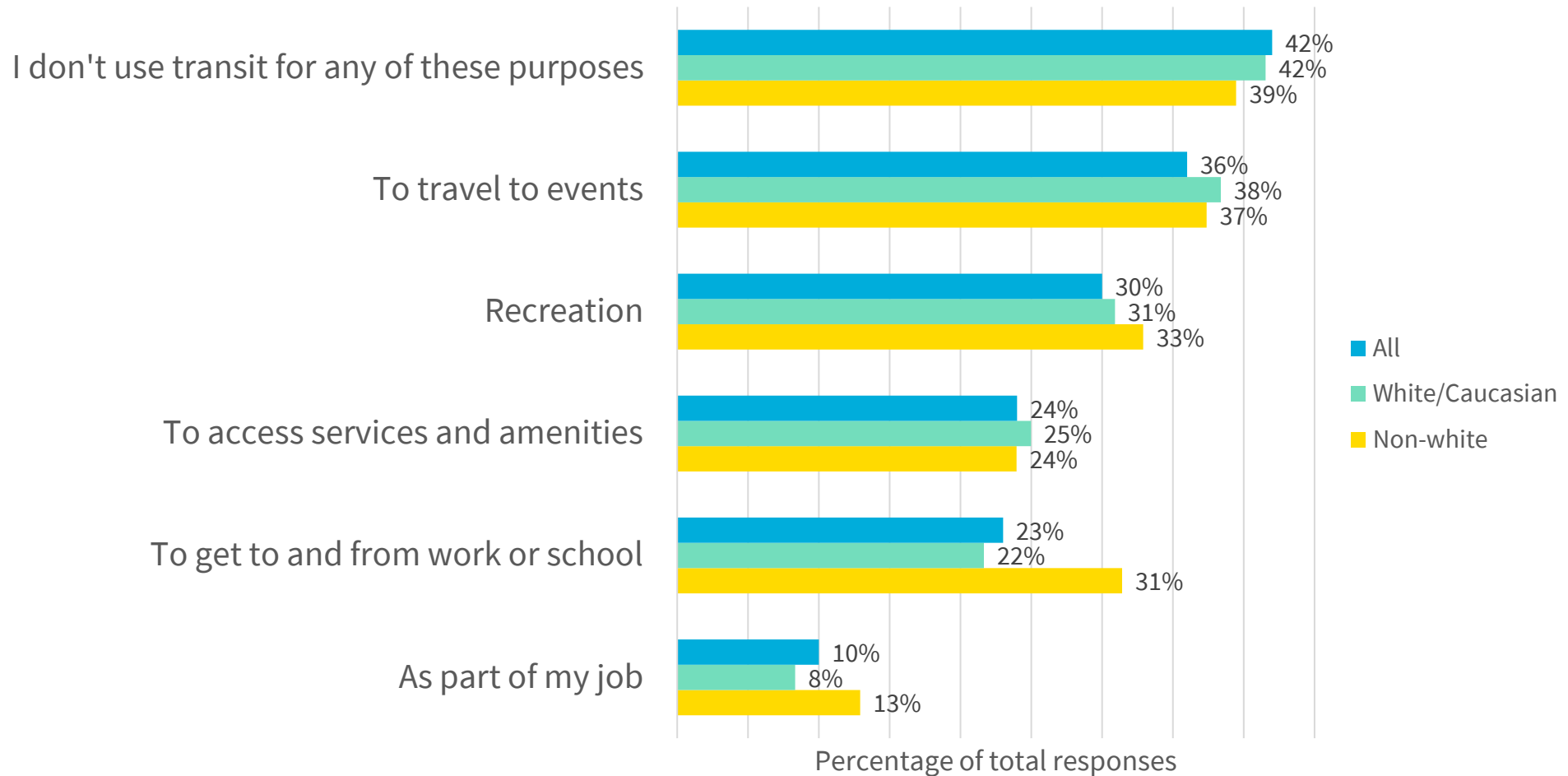
Travel Patterns

- ▶ Survey question: How often do you travel across the bridge in a vehicle?



Travel Patterns

- ▶ Survey question: Describe for what purpose(s) you use transit (select all that apply)



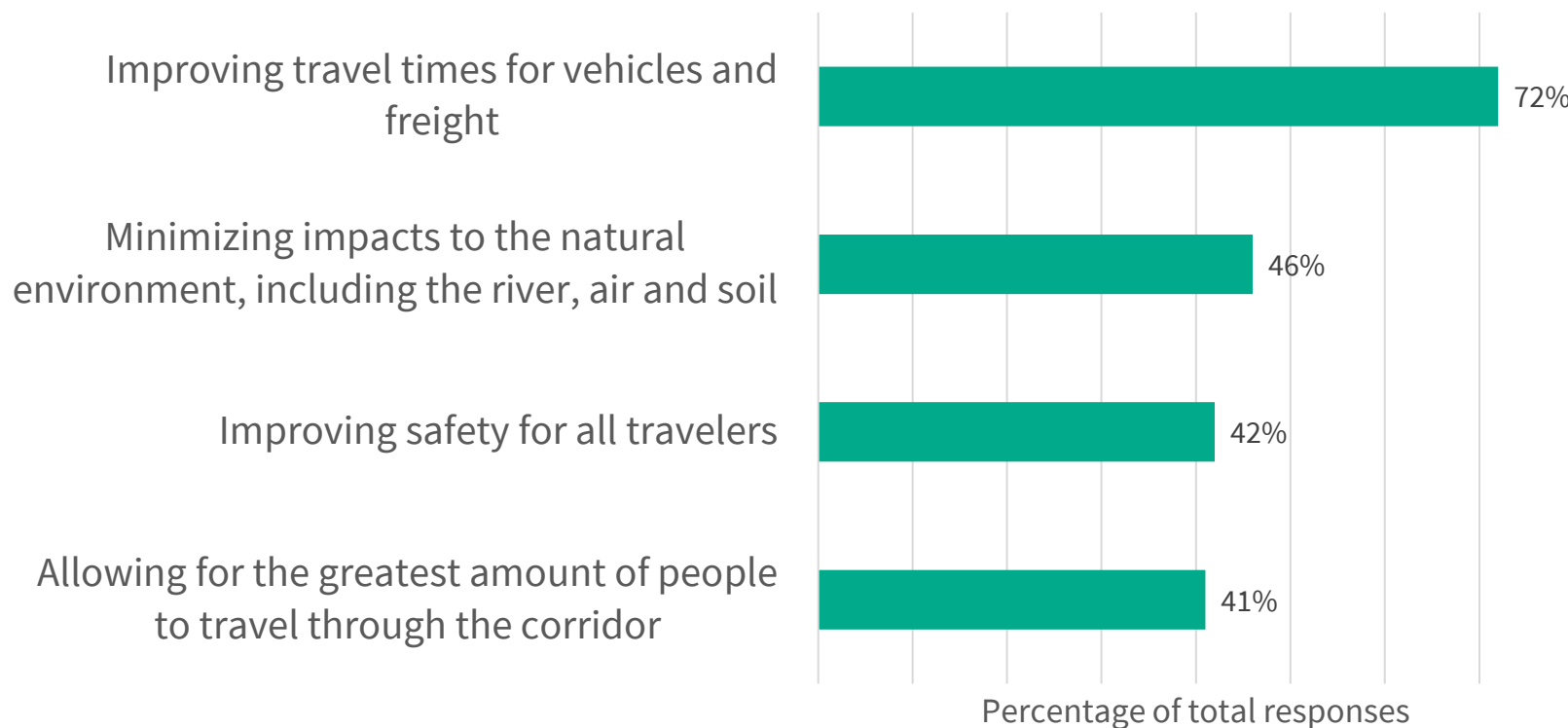
River Crossing & Alignment

► Key takeaways

- Most important consideration for survey respondents is improved travel times for vehicles and freight
- Expressed support for stacked alignment option
- Concern stacked option will remove connections to downtown Vancouver
- Safety, noise, and exhaust are concerns for shared-use path users
- Interest in the logistical and design considerations for high, wide, and heavy freight
- Suggest third crossing and/or “express lanes” needed
- Continued interest in other alternatives (tunnel, rail, ferry, etc.)

River Crossing & Alignment

- ▶ **Survey question: When considering a replacement crossing, I care most about**



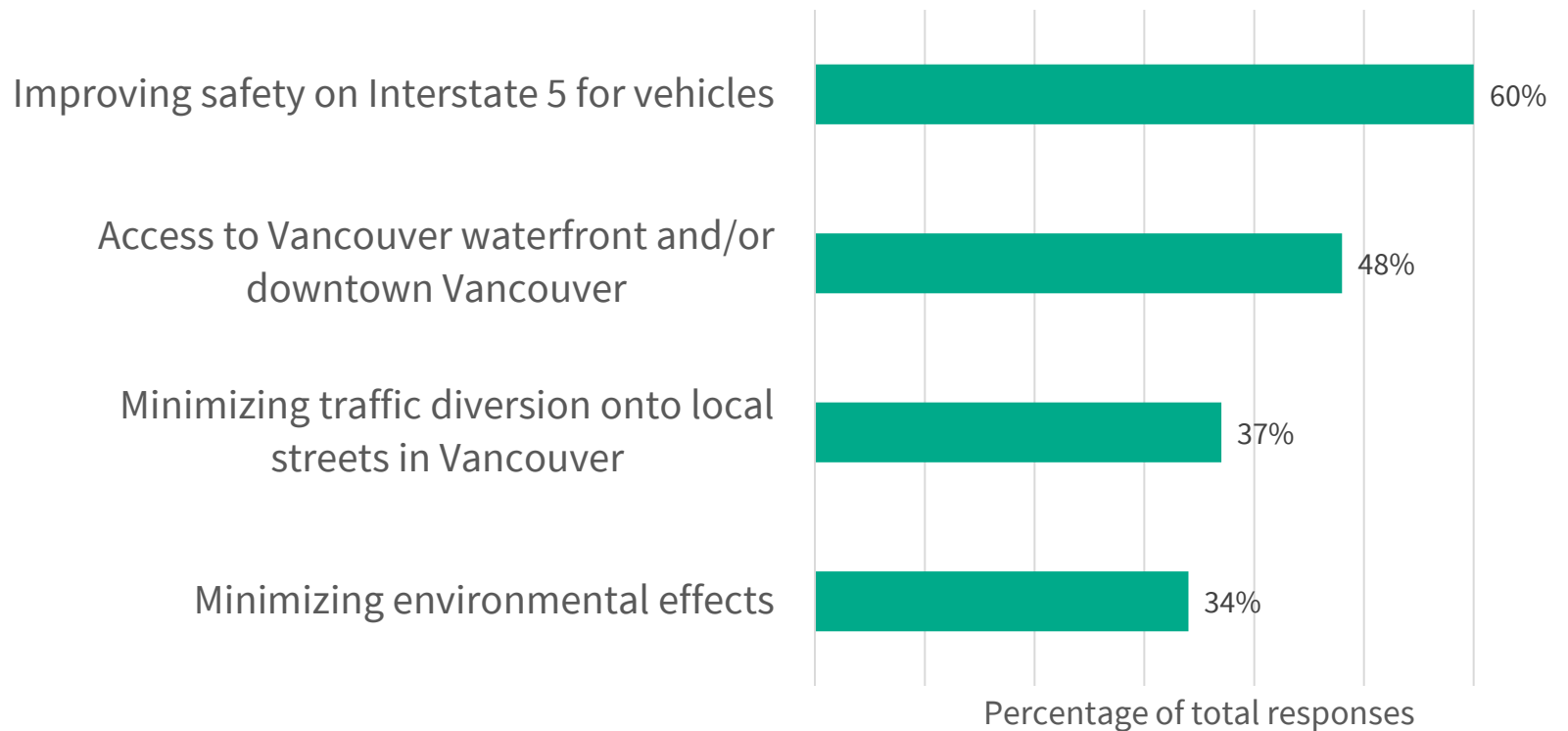
Vancouver Interchanges

► Key takeaways

- Top priority for survey respondents is improving safety on Interstate 5 for vehicles, followed by access to Vancouver waterfront/downtown
- Desire for more information on how river crossing and alignment options will affect downtown Vancouver & SR-14 connections
- Downtown Vancouver Community Working Group
 - Some participants felt the interchange should be removed to eliminate unsafe speeding and backups in a heavily congested intersection, others felt it's beneficial to keep a downtown interchange for connectivity and economic benefits

Vancouver Interchanges

- ▶ **Survey question: When considering interchange improvements to SR 14, Downtown Vancouver/City Center, Mill Plain, 4th Plain and SR 500, my top priorities are**



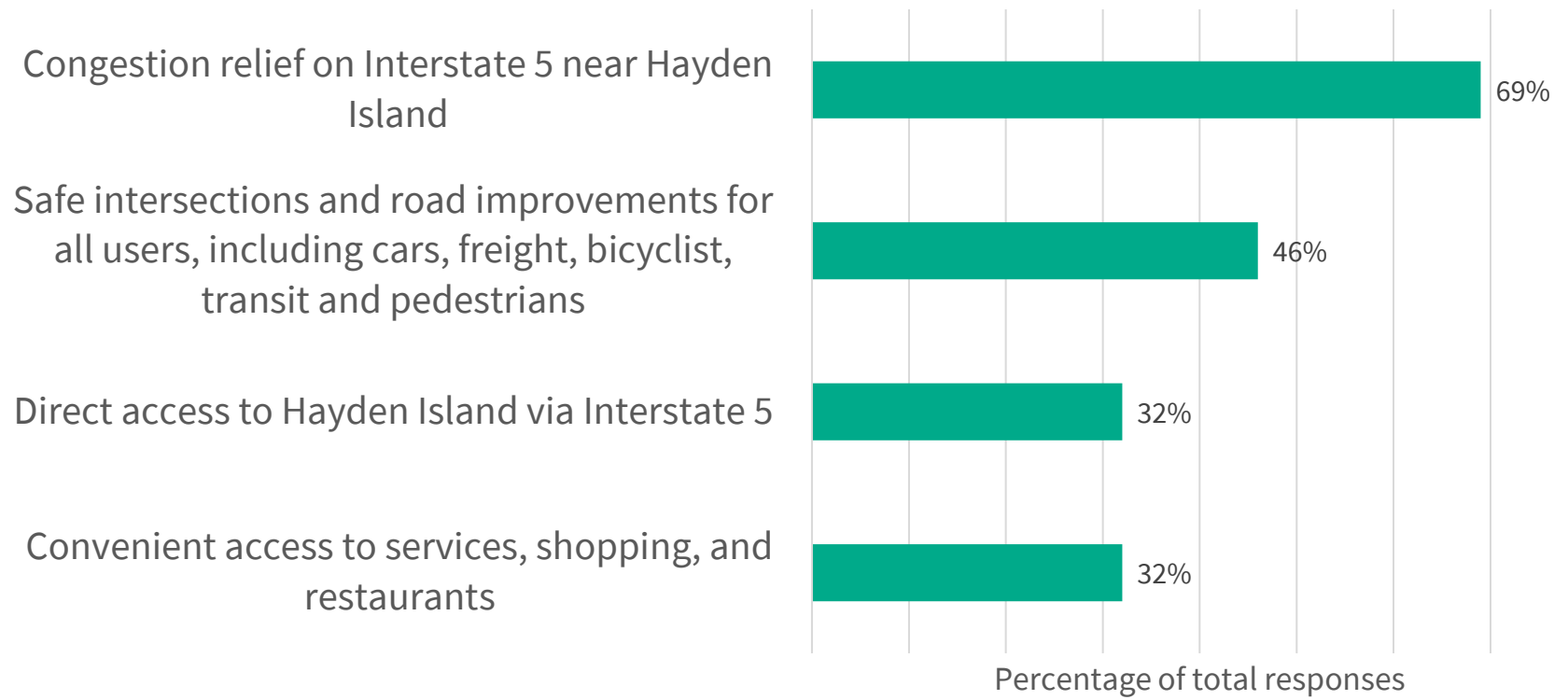
Hayden Island/Marine Drive Interchanges

► Key takeaways

- Hayden Island/Marine Drive Community Working Group
 - Majority of the group supports full interchange option
 - Expressed need to understand benefits and tradeoffs of each option more clearly
- Nearly 1/3 of survey respondents indicated they do not have a preference regarding access to Hayden Island/Marine Drive
 - Survey respondents who indicate they live in Washington are more likely to prefer direct access to Hayden Island
 - Survey respondents who indicate they live in Oregon more likely to prefer access to Hayden Island via Marine Drive and arterial bridges in North Portland

Hayden Island/Marine Drive Interchanges

- ▶ **Survey question: When selecting my preference for how to access Hayden Island, what I care most about is**



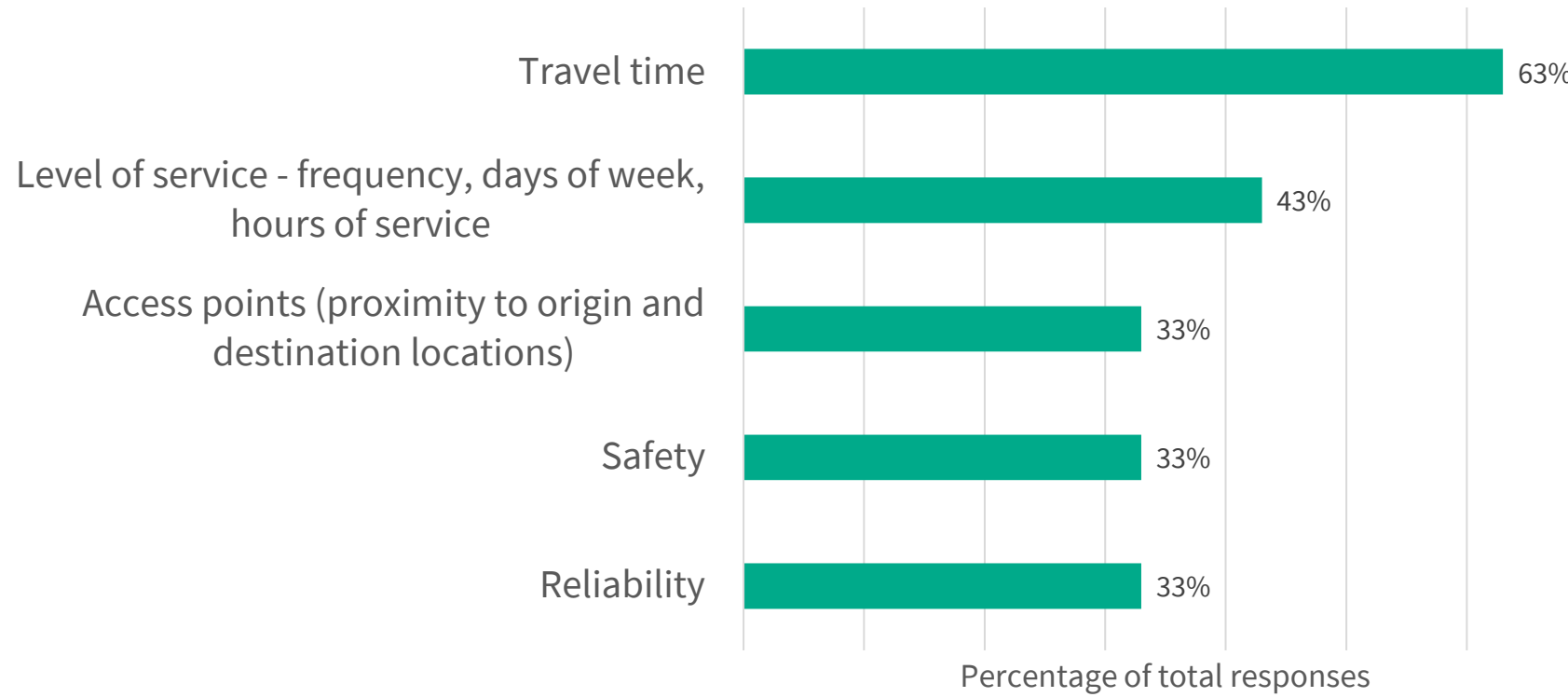
High-Capacity Transit

► Key takeaways

- Commenters expressed strong opinions both for and against HCT on the Interstate Bridge
- Those who express support for high-capacity transit generally prefer light rail
- Those unsupportive of light rail are generally supportive of bus-rapid transit or suggest existing bus transit is sufficient
- Overall, Community Working Groups were supportive of high-capacity transit options, with many preferring light rail or a combined LRT/BRT option
- Survey results showed need prioritization of fast, reliable, and safe transit services on both sides of the river that connects with shared-use paths to form a cohesive transportation network

High-Capacity Transit

- ▶ **Survey question: When comparing transit options, which attributes are most important to you?**



Other Key Feedback

▶ Tolling

- Received 250+ comments regarding tolling – approximately 70% express opposition or concern, 30% express support
- Opponents concerned about the impact of tolling and how it will be implemented equitably
- Proponents view tolling as a tool to help relieve congestion and encourage other forms of transportation

▶ Number of lanes

- Some want to see the number of lanes increased, others do not due to environmental concerns

▶ Concern around potential impacts to residences, businesses, and neighborhoods

Next Steps

- ▶ **Comprehensive engagement report will be posted to the program website by the end of January**
- ▶ **Present community engagement feedback to the Community Advisory Group in February**
- ▶ **Feedback will be considered in decision making process for identifying a Modified LPA alongside:**
 - Technical expertise
 - Partner agency feedback
 - Screening results
 - Traffic modeling data
 - Equity analysis
- ▶ **Continued engagement and outreach as the program works towards design solution consensus and into the NEPA process**

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 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

Thank you!