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Montgomery Park to Hollywood Transit and Land Use Development Study (MP2H)

Community Engagement Plan

December 31, 2019

City of Portland, Oregon
Bureau of Planning and Sustainability



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

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1. Introduction

This community engagement plan will guide the planning process for the Montgomery Park to Hollywood Transit and Land Use Development Study (MP2H). Including community engagement as an essential element to planning projects supports an inclusive process that is responsive to community needs using an upstream approach to minimize unintended consequences. Equitable process and representation directly contribute to more equitable outcomes for vulnerable populations. The overarching goals of the community engagement process are to inform the broader public about the project and create opportunities for the community to provide crucial considerations on their vision and concerns regarding land use, transportation/infrastructure and equitable development. This community engagement plan is a working document that will be revised as new ideas and other adjustments are identified.

The MP2H Study will be jointly conducted by the Portland Bureau of Planning and Sustainability (BPS), the Portland Bureau of Transportation (PBOT), and Prosper Portland. The study is partially funded by a Federal Transit Administration (FTA) Grant.

2. Project Overview

The MP2H Study is a project designed to evaluate land use development and transit investments, focusing on the opportunity for two potential streetcar route extensions. Both destinations were identified in the 2009 Streetcar System Plan, and subsequently elevated for further analysis and implementation in the 2035 Comprehensive Plan and Transportation System Plan.

- 1) In NW Portland, the study will evaluate land use and transit options connecting to Montgomery Park, one of the city's largest office buildings.
- 2) In NE Portland, the study will evaluate land use and transit options connecting to the Hollywood Town Center, a designated center in Portland's 2035 Comprehensive Plan and Metro's 2040 Plan.

3. Past Public Outreach

The concept of a Central City streetcar system emerged from several public planning efforts in the 1980's and 1990's, including the 1988 Central City Plan, and the 2003 Northwest District Plan. In 2009 the City adopted a Streetcar System Concept Plan.

The City of Portland completed the 2035 Comprehensive Plan in 2016. The plan sets the policy framework for development and growth in Portland over the next 20 years. The plan included updated 20-year infrastructure plans, the Citywide Systems Plan (CSP) and the Transportation System Plan (TSP), which identify growth-related infrastructure. The adopted TSP includes four of the potential streetcar extensions from the 2009 Concept for consideration over the next 20 years (extensions to Hollywood, farther south to Johns Landing, north along MLK, and to Montgomery Park). Those potential extensions generated a small amount of public testimony in 2015/16.

In 2018, Portland City Council appropriated \$370,000 for a preliminary study to evaluate streetcar alignment issues and land use options in NW Portland. This work included evaluation of several land use scenarios which were shared with the public in a meeting at Friendly House in March 2018. The meeting was attended by leaders on NWDA and NIBA. A report to City Council on the preliminary work was published in October 2019. No outreach has recently been conducted in NE Portland to discuss streetcar/transit or land use options.

4. Equity Considerations

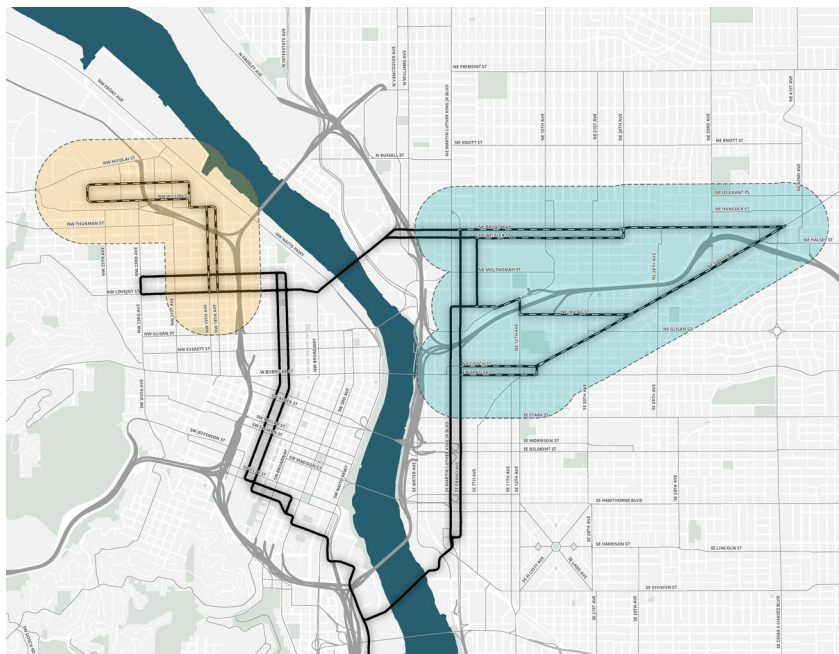
Policy Overview

Chapter 2 of Portland's *2035 Comprehensive Plan* outlines the goals and policies for community engagement in planning processes. Promoting social justice and equity through community involvement in planning efforts is a significant emphasis in the 2035 Comprehensive Plan. The primary Community Involvement Goals and Policies of the plan are listed in the Appendix.

Beyond community engagement and equity, the study poses questions about land use, development and transportation infrastructure that are addressed in multiple Comprehensive Plan goals and policies. These include policies about economic development (industrial and employment land supply), urban form (directing growth to centers and corridors), housing (type, affordability and equity), transportation (system and modal designations, locations and types of investments, etc.) and others. A more complete list of relevant policy issues is included in the Montgomery Park to Hollywood Existing Conditions report. Community engagement practices should follow the policies outlined in Chapter 2 of the Comprehensive Plan, but the content of that engagement should address the relevant policies listed in the Existing Conditions document.

Demographic Scan and Study Area

The MP2H project study area covers a large area in close-in NW Portland and close-in NE Portland. As such, the characteristics of the people living in and working in these areas varies. The Appendix includes key demographic characteristics of the people living in the project study areas which center on potential alignments. The data is approximated from a ¼ mile buffer surrounding each alignment under consideration. All residential data is from 2017 American Communities Survey.



The map at left shows the NW Portland alignment study area (beige) and NE Portland study area (blue), a combined area including three potential alignments: NE Sandy, NE Broadway and NE Irving. The area between the study areas is the E-W Connection, a place where streetcar lines currently exist.

The demographic data show some similarities among populations in the different parts of the study area that relate to the different alignments. Within all of the study areas the population is predominately White, ranging from 78% in the Broadway alignment area to 82% in the East-West Connector area, with a higher percentage of White population than the citywide average of 71%. Also,

the percentage of families in poverty is low, ranging from 4% to 5% of families, a figure that is about half of the citywide average of 10%.

Overall, each of the alignment study areas have a higher level of educational attainment than the citywide average. In Portland on average 29% of the population has a BA/BS degree, while this number ranges from 34% to 43% in the study areas. Citywide 19% of the population has an advanced degree while the figure ranges from 21% to 32% in the study area. Finally, the study areas have a lower percentage of single occupant vehicle (SOV) commuters; the citywide average is 58%. The share in the study areas range from 41% to 51%.

Languages Spoken in the Study Area

A review of data show that several languages are spoken by households in the study area census tracts. In addition to English, languages include Spanish, Russian, Slavic, Indo-Chinese, Chinese, Japanese, Korean, Laotian, Vietnamese, Tagalog, Arabic and African. While these languages are present, most constitute a very small percentage of the residents in the study area. For the entire study area overall, Spanish is the only non-English language spoken by 1% or more of the population. However certain census tracts have a higher percentage of Spanish and Chinese speakers, exceeding 1%. Spanish speakers are about 7.7% of the population in census tract 45, located in NW Portland. Chinese speakers are about 3.0% of the population in census tract 49, located in NW Portland. Complete data on Limited English Proficiency for study area census tracts is shown in the appendix.

Renter Households

Area demographics show that renter households comprise a greater than average percentage of the study area households. The percentage of renter households ranges from 73% in the E-W connector area to 71% in NW Portland and NE Sandy to 69% and 67% for Irving and Broadway respectively. This compares to the citywide average of 47% overall.

The following are highlights of key differences in the study areas:

- The NW Area has a low percentage of Black residents (2%) and a higher number of Asian residents (10%) compared to other areas analyzed.
- The population in the East-West Connector area is considerably older than in other areas, and the East-West Connector and NW Areas have a lower percentage of residents under 18 than other areas.
- The NW Area has a significantly higher percentage of residents with advanced degrees (32%) than the other study areas and the citywide average (19%).
- The percentage of households that rent is above the citywide average (47%) and ranges from 67% in the Broadway area to 73% in the East-West Connector.
- The NE Broadway alignment area has a significantly larger share of SOV commuters (51%). The NE Sandy area has a higher percentage of transit users (21%). The NW Area has a significantly higher percentage of people that commute by walking (22%) than any other area.

- Data about languages spoken in the community suggest that non-English speaking households constitute a very small percentage of the population. Spanish is the most dominant but does not exceed 1% overall. For particular census tracts, a slightly greater percentage of Spanish and Chinese speakers exist, and communication in these languages could be considered if warranted.

Workers in the Study Area

The 2018 study considered employment in the NW portion of the study area. In 2016 there were about 11,400 jobs in the NW streetcar study area. 4,000 of the jobs were located in the industrial/mixed use portion of the study area north of Vaughn and 7,400 of the jobs were located in the study area south of Vaughn. The jobs are more heavily skewed toward industrial (39%) and office sectors (37%) compared to the Metropolitan region as a whole, (24% and 31%, respectively). The mix of sectors within an area shapes wage distribution as retail and service jobs tend to pay lower wages, while office jobs tend to pay high wages but require college degrees. Industrial occupations are unique in that many provide middle-to-high income jobs, but do not require bachelor's degrees.

Changes to zoning would impact the jobs mix and would likely result in fewer of the middle-to-high income jobs that do not require college degrees. Only 13.6% of the jobs in the NW study area are in the lowest income quartile, compared with 19.7% regionally. Industrial jobs holders tend to be more diverse than other industry sectors. The industrial job holders in the NW study area however are about 90% white, which is less diverse than industrial job sectors across the City of Portland and region as a whole.

Data about employment in the NE portion of the study area was not previously studied and is forthcoming in the Existing Conditions report. However, the area is home to several large employers primarily in office and service sectors. Both NE Broadway and NE Sandy Boulevard are lined with retail and services, many of which may be small proprietor operations, some of which may be owned by women and minorities. The area between Sandy Boulevard and I-84 is a transitioning industrial area and may still include jobs similar to those in the NW industrial area that could be at risk as the area continue to evolve..

Overall, the demographics point to an equity focused involvement strategy that should engage renters, communities of color, and as recommended in the Preliminary Equity Analysis, industrial workers. In addition, engagement with small business owners, with an emphasis on minority and women owned businesses, would be beneficial for corridors in NE Portland where changes could impact business activity.

Benefits and Burdens

This project is scoped to consider land use and zoning designation, transportation improvements and other public action that may have significant impacts that directly and indirectly both benefit and burden different stakeholders and communities. These include:

- Changes in land use allowances that may provide significant benefits to some parties or potentially create burdens for others, depending on the outcomes. This may include changes to land use values or allowances for uses that have variable benefits and burdens.
- Transportation improvements that may directly benefit some communities while burdening others. This may include costs and benefits associated with different transportation modes and

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travel times, costs of infrastructure; effect of public improvements on land values and related potential for displacement.

- Other public actions or improvement that may result in variable effects.

Potential benefits and burdens identified by the project team include:

| | Land Use and Value | Housing | Jobs and Businesses | Planning |
|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Benefits and Burdens | Private economic gains incentivize development Private economic gains also exacerbate racial wealth disparities | More housing and affordable housing in a high opportunity area If demand for affordable housing is not met, racial disparities in housing cost will be exacerbated | Displacing industrial jobs disproportionately held by people of color and shifting to a job mix of more professional office and retail service industry jobs | Decision-making role for communities of color in how to proceed |
| Top Mitigation Strategies for Further Analysis and Community Discussion | Develop incentives and regulations to ensure the economic benefits for people of color are equal to or greater than the private economic benefits to land owners | Private land owners contribute land to a land bank as part of an equitable development agreement Accompany increases in development allowances from rezoning with an enhanced inclusionary housing program | Use caution considering rezoning of industrial land. Mitigate zoning changes through the existing 1:1 prime industrial lands replacement policy, a business relocation program, and/or other best practices Enhance commercial affordability bonus program Create workforce development programs | Allocate a significant portion of the Federal Transit Administration TOD Grant budget for best practices in equitable planning Develop a Portland Streetcar racial equity strategy Engage workers and firms in the planning process Use City’s Racial Equity Toolkit in future planning |

Power Dynamics

It is the City's practice to consider power dynamics as part of an engagement plan, because the stakeholders with the most at stake do not always have the most power to impact project outcomes. This should be considered as engagement plans are formulated.

The Portland City Council exercises the greatest power in this project because Council has sole authority and discretion to amend the City Code, Comprehensive Plan Map and Zoning Map.

Second in the power dynamic are organizations, agencies and individuals experienced in participating in and influencing the deliberations of City Council. These include:

- The Portland Planning and Sustainability Commission
- Various Bureaus of the City of Portland
- Recognized Neighborhood and Business Associations
- Other Advocacy Organizations
- Large Commercial and Industrial Property Owners
- Funding Agencies and Organizations
- Political Campaign Donors

Third are individuals and organizations motivated to participate, but less experienced in doing so. These might include:

- Faith-based organizations
- Residential property owners
- Renters
- Community or other organizations not benefiting from official City recognition
- Social service organizations
- Small businesses
- Students attending schools in the study areas

Least in power are those persons that have no direct or clear stake in the outcomes of the project but may be indirectly impacted by the outcomes. These could include persons that may be employed in areas where land use or transportation changes are planned, neighbors of properties which may be impacted by changes in land use or transportation, and future generations of Portlanders that will live with the outcomes of decisions that are made now. These people may be the least likely to influence a Council decision, although their interests may be presented by proxy through advocates and the testimony of other concerned individuals.

5. Role of Community Engagement

The Bureau of Planning and Sustainability (BPS) and Portland Bureau of Transportation (PBOT), working with the other project partners, will involve a variety of stakeholders and interested parties in the MP2H Study. Community input can help inform the outcome of the study and future development by engaging communities to learn what features in a development are important to them.

Community stakeholders with direct interests in the effort are:

- Adjacent and nearby residents
- Property owners and businesses
- Employees of Industrial and Commercial firms
- Neighborhood and Business Associations:
 - NW: NWDA, NIBA, Nob Hill, NWNW, Pearl

- NE: SEUL, NECN, CNN, Hollywood NA, Hollywood Boosters, Kerns, Elliot, Lloyd, Laurelhurst

Other community stakeholders with diverse and broad interests could include:

- Bus Riders Unite/OPAL (Organizing People – Activating Leaders)
- Orgs representing communities of color in Albina/NE Portland (PALF, Soul District, NEBA, Urban League, Albina Vision, etc.)
- Community Alliance of Tenants
- NW Industrial Council
- Students at Benson High, area elementary schools, etc.

Input from the community will be used to help inform choices about streetcar/transit alignment options and aspirations/options for land use and development. The role of the broader community is to provide advice and feedback and inform the planning team about localized conditions, needs and opportunities that may not otherwise be known.

Community input may help to inform any proposed changes to the transportation system, the Comprehensive Plan designations or zoning designations in the study area, and options for equitable development outcomes, including potential community benefits agreements.

Overview of Engagement Approach

The project focuses on two distinctly different geographies with two distinctly different levels of analysis. The NW portion of the study area is significantly more advanced in the level of planning undertaken to date, with some limited public involvement. The outcomes of the NW work are expected to be much more detailed, hence, a more focused and in-depth community engagement is called for. The NE portion of the study area has had little or no outreach/engagement to date, and the outcomes of the work are expected to be more generalized, with less specificity and detail in this phase. For this area, a broader, high-level community engagement is warranted. In addition, a significant portion of project funds are earmarked for engagement with traditionally underrepresented communities through contracts or grants with Community-based Organizations (CBOs). Both areas would require technical advisors.

NW Portland engagement elements

- Public meetings/workshops
- Project working group (feedback/sounding board; composed of stakeholders/representatives)
- Equity-targeted groups (industrial workers; residents and business owners of color; renters, low-income residents)
- Community meetings – attend select organization meetings
- Other community meetings and focus groups as needed

NE Portland engagement elements

- Public meetings/workshops
- Equity-targeted groups (residents and business owners of color; renters, low-income residents, students)
- Community meetings – attend select organization meetings
- Other community meetings and focus groups as needed

Project Working Group – NW Portland (tentative):

For the more-detailed NW Portland study area, a Project Working Group will be convened, composed of representatives of affected communities and associations, property stakeholders, and City and regional agencies, to meet periodically and to review project documents, provide advice, and suggest refinements. This group may include the following:

- NWDA , Pearl NA
- NIBA, Industrial Coalitions
- Property owners
- Equity Partners
 - Affordable housing and renter organizations, low income residents
 - Industrial district workers or labor representatives
 - Business owners or residents of color
- Transit or transportation advocacy organizations

Underrepresented Communities – Targeted Engagement

The FTA grant provides funds for the City of Portland to conduct outreach to underrepresented groups or communities that may be impacted by decision making but may not be likely to participate through other channels. To achieve this, the city intends to solicit proposals to work with Community Based Organizations (CBOs) to design and conduct outreach to such communities to better understand their perspectives, concerns and desires. The intended audience for this work may include renters or low-income households; persons of color; small businesses; and people working in the industrial area. Possible organizations to reach out to include the Community Alliance of Tenants, industrial businesses with large number of employees, labor organizations, Soul District, NEBA, Urban League, Albina Vision, MESO, Bus Riders Unite, Go Lloyd, OPAL, and Student organizations at PPS.

Technical Advisory Group

A Technical Advisory Group will be convened, composed of representatives of City and regional agencies, to meet periodically and to review project documents, provide technical advice, and suggest refinements. This group will include:

- Prosper Portland
- Portland Housing Bureau
- Bureau of Development Services
- Portland Bureau of Transportation
- TriMet
- Metro
- ODOT

Community Engagement Considerations

Community members may be concerned about issues such as housing affordability, residential displacement, employment opportunity, poverty, crime, traffic and traffic safety. Communications and outreach efforts need to acknowledge this, identify connections to those areas of concern, and be ready to direct those interests in the appropriate direction if they are beyond the scope of this project.

Another consideration is the possibility of participation fatigue in planning projects. Community members have been and will continue to be asked for feedback on a lot of complicated projects with multiple affiliations (BPS, PBOT, ODOT, PDC, Metro, etc.). Community engagement for this project will

specify what information was gathered from past reports, why feedback is needed, how it will be used to impact the project, and how feedback will be reported out.

6. Project Budget

The project is partially funded by an FTA Grant. This grant will fund city project staff, the consultant team, and a significant portion of community engagement, including outreach efforts by city staff and grant funds for community based organizations (CBOs). City staff have been allocated approximately \$60,000 to manage the project and provide community engagement. An additional \$45,000 is directed to a Community Based Organization(s) to focus outreach on underrepresented communities.

7. Concurrent Efforts and Coordination

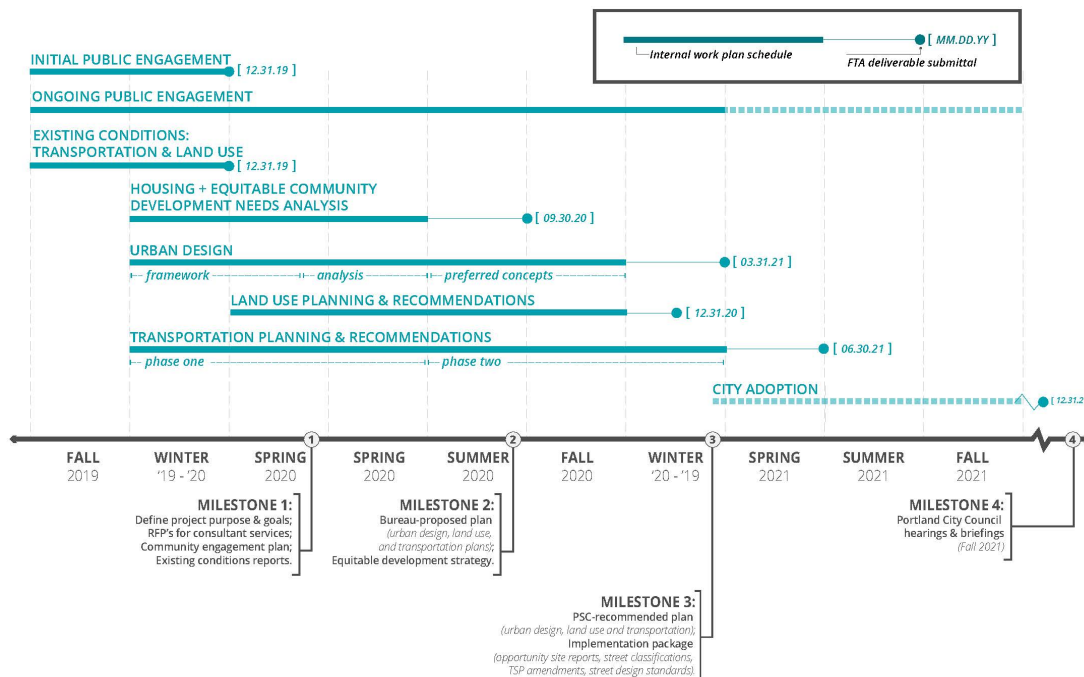
The project will be coordinated with several ongoing and related public planning projects, including:

- Northwest in Motion
- Broadway Corridor (Post Office site)
- Albina Vision
- Residential Infill Project
- Economic Opportunities Analysis Update
- Portland Diamond Project (if any public sector Baseball Stadium planning occurs)

8. Project Timeline – Tasks/Milestones

MONTGOMERY PARK to HOLLYWOOD

TRANSIT & LAND USE DEVELOPMENT STUDY



9. Community Engagement Principles and Goals

The City of Portland recognizes that equity is realized when identity -- such as race, ethnicity, gender, age, disability, national origin, sexual orientation-- has no detrimental effect on the distribution of resources, opportunities, and outcomes for group members in society. BPS is committed to the fair treatment and meaningful engagement of all people, regardless of income or identity, with respect to the development, implementation and enforcement of plans, policies and procedures in the course of the bureaus' work.

Fair treatment means that no group of people, including a racial, ethnic, or a socioeconomic group, should bear a disproportionate share of the negative environmental consequences resulting from industrial, municipal, and commercial operations or the execution of federal, state, local, and tribal programs and policies. Meaningful engagement means that: (1) potentially affected community residents have an appropriate opportunity to participate in decisions about a proposed activity that will affect their environment or health; (2) the public's contribution can influence the regulatory agency's decision; (3) the concerns of all participants involved will be considered in the decision-making process; and (4) the decision makers seek out and facilitate the engagement of those potentially affected.

BPS acknowledges historical injustice and context of local decision-making and supports the equitable distribution of the benefits and burdens of decisions to ensure that those most impacted from decisions have an opportunity to meaningfully participate. BPS's commitment to non-discriminatory engagement includes supporting special efforts to engage minority, low-income, women, people with disabilities, people with Limited English Proficiency, senior and youth populations.

BPS's public engagement plans, policies and practices are guided by and in conformance with the City of Portland Title VI Civil Rights Program and Plan.

In June 2013 the City Council unanimously adopted the Civil Rights Title VI Plan which included the Environmental Justice Policy and Analysis Guidelines. The City of Portland also adopted, by Ordinance, the above Non- Discrimination Policy Statement and the Non- Discrimination Agreement for Certified Local Agencies. All the above support implementation of the City of Portland's Civil Rights Code, located in Chapter 23.01 Civil Rights, which was adopted on October 3, 1991 by Ordinance Number 164709.

The process will further be guided by the City of Portland Public Engagement Principles, adopted by the Portland City Council in August 2010. The principles, listed in the Appendix, represent a road map to guide government officials and staff in establishing consistent, effective and high-quality community engagement across Portland's City government (<http://www.portlandoregon.gov/oni/article/312804>).

10. Community Engagement Equity Framework

To uphold the values of inclusiveness and equity, which are fundamental to our City's Public Engagement Principles and the Portland Plan, this project will strive to not only encourage participation from diverse and underrepresented Portland communities, but also apply an equity lens throughout the process. The project will do this in the following ways:

- Facilitate an early discussion with all stakeholder groups to:
 - Develop a shared understanding of an equity lens and framework for the project
 - Identify key project issues and identify the communities that are impacted

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- Update the community engagement plan if needed to include an assessment of these issues and impacted communities, prioritizing the engagement of these communities.
- Incorporate strategies including but not limited to: a) working group recruitment (as appropriate), and b) holding focused discussions with impacted groups/individuals at key milestones during the process.
- Materials intended for the general community may include multi-lingual messaging and resources if needed.
- A demographic profile of the geographies covered by this project guide the style, design and translation of materials and interpretation services.
- The selection of all members of advisory committees, focus groups, and other means for the public to consult and collaborate on this project will include consideration of racial and social equity. Processes for such engagement will consider culturally-responsive approaches to maximize inclusion for diverse participants.

11. Community Engagement Steps

A community engagement summary is listed below, followed by more detailed steps.

| Step | Topic | Engagement Type | Area |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| 1 | Share Information (10/19 to 3/20) <ul style="list-style-type: none"> • Early Information Gathering and Sharing | <ul style="list-style-type: none"> • Attend Community Meetings • Public Open Houses #1 | NE, NW |
| 2 | Create Alternatives (1/20 to 10/20) <ul style="list-style-type: none"> • Consider Urban Design, Land Use and Transportation Options • Conduct Equitable Development Needs/Analysis | <ul style="list-style-type: none"> • PWG Meetings • Public Open Houses #2 • Other Meetings – as needed • Contract with CBO • Focus Groups or other - TBD | NW NE, NW NE, NW NE, NW NW |
| 3 | Develop Proposals (4/20 to 10/20) <ul style="list-style-type: none"> • Develop Land Use, Zoning, Transportation, and Equity Proposals | <ul style="list-style-type: none"> • PWG Meetings • Public Open Houses #3 | NW NE, NW |
| 4 | Refine/Consider Proposals (10/20 to 6/21) <ul style="list-style-type: none"> • Refine LU, Trans and CBA • Hold PSC and City Council Public Hearings | <ul style="list-style-type: none"> • Public Hearings | n/a |

Step I – Share Information: Early Information Gathering and Sharing; October 2019 – March 2020

This phase consists of ongoing meetings with the stakeholders and early project outreach and information sharing with broader community groups. We will also collect and analyze data including demographics that allows us to identify the most vulnerable populations in the project area and assist us in completing a racial equity analysis for the NE and SE portion of the study area. A Racial Equity Analysis for the NW area was completed in July 2019 (<https://www.portlandoregon.gov/bps/article/742913>). The primary focus of this phase is to provide information to community members about the project and begin to understand potential intended opportunities and unintended consequences. This phase also includes outreach to potential entities that could partner on community engagement.

| Category | Actions |
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| Communications | <ul style="list-style-type: none"> • Consult with BPS Communications Team • Develop Project Web Site • Start Interested Parties list • Meet with Portland Community Involvement Committee • Develop FAQ • Outreach via existing email/other communications |
| Data and analysis | <ul style="list-style-type: none"> • Collect/compile existing conditions data |
| Outreach and Relationships | <ul style="list-style-type: none"> • Initiate contact with the following organizations (TBD) <ul style="list-style-type: none"> ○ NW: NWDA; NIBA; Nob Hill; Pearl NA; Port of Portland; PPS, Industrial and other interest groups ○ NE: SEUL; NECN; CNN; Kerns NA; Sullivan’s Gulch NA; Laurelhurst NA; Grant Park NA; Hollywood NA; Hollywood Boosters Broadway Business Assn.; Venture Portland ○ Bus Riders Unite/OPAL, Community Alliance of Tenants, PALF, Soul District, NEBA, Urban League, Albina Vision, etc. • Identify and recruit Project Working Group (NW) • Survey industrial workers (NW) • Make announcements at existing meetings of place-based groups • TAG recruitment and agency coordination: Metro, TriMet, Prosper |
| Events | <ul style="list-style-type: none"> • Attend community meetings • Public open house/workshop #1 (NW, NE; Feb) |
| Deliverables | <ul style="list-style-type: none"> • Project website • Project Overview handout • Community Engagement Plan • Existing Conditions Report • Request for proposals for small grants to CBOs |

Step 2 – Create Alternatives: Consider Urban Design, Land Use and Transportation Options and Conduct Equitable Development Needs/Analysis; January 2020 – October 2020

Engage community in exploration of urban design framework options and associated land use and transportation implementation measures. The primary focus of this phase is to provide information and to solicit feedback on features and issues of potential development in various alignment corridors. For NW, a working group will be formed and meet to advise the project. Public events are planned for both NW and NE areas. This phase includes ongoing communication with community or non-profit organizations to broaden outreach.

Phase 2 also include a significant emphasis on engagement with underrepresented groups to gather information on issues and perspectives of groups that may be the most vulnerable to decisions that create change.

The process will specifically explore development tradeoffs and opportunities for equitable development outcomes. The primary focus of community engagement during this phase is to gather feedback on equitable development strategies from highly impacted communities. The work will largely be conducted by a community-based organization(s) through a grant or contract.

| Category | Actions |
|----------------|-------------------------------------------------------------------------------------------------------------------------|
| Communications | <ul style="list-style-type: none"> • Update Project Web Site • Email to Interested Parties list |

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| | <ul style="list-style-type: none"> • Outreach via existing email/other communications |
| Data and analysis | <ul style="list-style-type: none"> • Develop urban design maps/diagrams • Economic/market analyses • Consultant research on equitable development strategies |
| Outreach and Relationships | <ul style="list-style-type: none"> • Continue engagement with stakeholders • Begin meetings with PWG • CBO engagement • Conduct outreach with underrepresented communities |
| Events | <ul style="list-style-type: none"> • PWG Meetings (NW) • Public open house/workshop #2 (NW, NE; Apr-June) • Hold focus groups or roundtables (as needed) • Attend meetings of established community organizations • Meetings with identified parties/groups • Award small grants to CBOs • Design charrette with PWG/prop owners (tentative) |
| Deliverables | <ul style="list-style-type: none"> • Urban Design Framework Reports (NW, NE) • Preferred alignment options (NE) • Opportunity site analyses/reports • Equitable development proposal • Community befits proposals • CBO grant deliverables TBD |

Step 3 – Develop Proposals: Develop Land Use, Transportation, and Equity Proposals; April - October 2020

Engage and inform the community about detailed land use, zoning and transportation proposals (NW area) and proposed alignment options and potential approaches to land use, zoning and transportation to address opportunities and conflicts (NE study area). This phase consists of development of land use and transportation proposals.

| Category | Phase I Actions |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Communications | <ul style="list-style-type: none"> • Update Project Web Site • Email to Interested Parties list • Outreach via existing email/other communications |
| Data and analysis | <ul style="list-style-type: none"> • Explore potential implementation needs – development issues • Traffic analysis and modeling • Traffic mitigation • Multimodal network analysis and circulation • Utilities research and identification |
| Outreach and Relationships | <ul style="list-style-type: none"> • Continue engagement with stakeholders • Presentations to PBOT bicycle, pedestrian committees |
| Events | <ul style="list-style-type: none"> • Public open house/workshop #3 (NW, NE; Sept-Oct) • PWG meetings • Continued meetings with CBOs as needed |

| | |
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| Deliverables | <ul style="list-style-type: none"> • Discussion Draft Zoning map (NW) • Preferred alignment and preliminary implementation draft (NE) • Transportation Alternatives Cost and Benefits Memo • NW Area Multimodal Street Plan • Traffic Analysis Technical Memo • Traffic Mitigations Technical Memo • Utilities Conditions and Recommendations Technical Memo • TSP Amendments • Funding tools |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Step 4 – Refine and Consider Proposals: PSC and City Council Public Hearings; October 2020 – June 2021

Refine proposals and share proposed and recommended plans with decision makers.

| Category | Phase I Actions |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Communications | <ul style="list-style-type: none"> • Update Project Web Site • Email to Interested Parties list • Mail Notifications (as required by state law, Title 33) |
| Data and analysis | <ul style="list-style-type: none"> • As needed |
| Outreach and Relationships | <ul style="list-style-type: none"> • Continue engagement with stakeholders • Continued meetings with CBOs as needed |
| Events | <ul style="list-style-type: none"> • PSC Meeting • City Council Meeting |
| Deliverables | <ul style="list-style-type: none"> • Proposed Draft Zoning map (NW) • Proposed Draft Transportation plan • Preferred alignment and implementation proposal (NE) • Funding tools • Utilities Conditions and Recommendations Technical Memo • TSP Amendments and Standards Technical Memo |

12. Public Engagement Opportunities and Tools

Besides the major public outreach components listed above, there will be a range of engagement opportunities and communication tools used to ensure that members of the public are able to find information and engage in the process. The community engagement opportunities will be organized to allow people to engage across a spectrum of interest levels:

- **Inform/Educate:** Some people are just learning of the project and want to track the process and stay up to date on the latest project news.
- **Consult:** Other people want to be slightly more involved, making sure the process and outcomes are broadly addressing the topics they are interested in and generally going in the right direction. These individuals will desire to weigh in and provide feedback at key points in the process.

- **Collaborate:** Another group of people want to be deeply involved in the ongoing project work, closely tracking the process and providing thoughtful and meaningful input into the products.

Portions of the planning work for MP2H are technical, particularly in transportation issues where engineering features play a key role. In general, the community will be engaged at the following levels:

- **NW Portland:** The engagement will generally take the form of 'Inform' and 'Consult'. Some work will likely reach the 'Collaborate' level to address more detailed outcomes.
- **NE Portland:** The engagement will generally take the form of 'Inform' and 'Consult'. The outcomes in NE will require further refinement and likely have additional opportunities to engage at the 'Consult' and 'Collaborate' level.

Locating Venues for Broader Public Meeting Events

Staff will maximize the convenience and access of public meeting events by hosting public meetings near the project area and making sure the venues are directly on or close to one or more public transit line. Staff will provide directional signage to the specific meeting room and to the restrooms in the venue. Prior to deciding on the location, staff will field verify that the location has full and acceptable ADA accessibility. If the ADA accessible route different from the main entrance, staff will make sure it is open during the meeting and clearly marked with directional signage. Potential locations to explore include Benson High, Metro HQ, Montgomery Park, Lloyd Center, Castaway, and the Pepsi Building.

Interested Parties Email List

Staff will establish and maintain an email list for interested parties to stay informed of project milestones and engagement opportunities. Members of the public may be added to the interested parties list by including their email address on sign-in sheets at all public meetings, open houses or project events, or by requesting to join through the project email address which will be listed on the project webpage and on public outreach materials.

Staff will initiate the interested parties email list by contributing known and publicly found emails of potentially interested organizations such as neighborhood associations, business associations, and cultural groups located in or near the project areas so that they may receive project updates. They may opt-out at their own discretion.

Webpage

A project webpage will be maintained on the BPS website. Project review materials, meeting announcements and status updates will be provided on the project webpage.

Community News Outlets

Staff will try to post project information in community news outlets advertising key public meetings and project milestones, as relevant. The postings will be tailored to reach underrepresented populations. Project staff may purchase advertising or earn media for the plan and upcoming public meeting events in local community publications.

13. Decision Making Process

Decisions on any elements that change transportation features will be considered by Portland City Council. Decisions on any elements that change allowed land uses, policies, or funding priorities will be considered by the Portland Planning and Sustainability Commission and Portland City Council.

14. Accountability and Evaluation

As part of this public engagement plan, staff will be responsible for gathering and disseminating the public's input to decision makers and back to the public at large. This is a necessary component for a successful project. Staff will compile public comments throughout the planning process. Comments will be integrated into ongoing work and made available on the website. If appropriate, staff will brief the Planning and Sustainability Commission and City Council on the progress of the plan, results of outreach efforts and public input. Commission and Council decisions will be communicated to stakeholders and the public through the website, electronic/hard copy mailings and local media outlets.

15. Public Engagement Evaluation

Evaluation of the public engagement will be completed during the process and upon completion. Tools for evaluation may include:

- Informal feedback from stakeholders.
- Providing opportunities for all participants in the planning process to voluntarily report their demographic information to comply with Civil Rights laws and inform interim adjustments to diversify community engagement as-needed.
- Short questionnaires following events.
- Working group member evaluations following strategic milestones for professional feedback.
- Team debriefs following meetings and events to discuss needed adjustments.

APPENDIX

1. Comprehensive Plan Community Engagement Goals and Policies

Goal 2.A: Community involvement as a partnership

The City of Portland works together as a genuine partner with all Portland communities and interests. The City promotes, builds, and maintains relationships, and communicates with individuals, communities, neighborhoods, businesses, organizations, Neighborhood Associations, Business Associations, institutions, and other governments to ensure meaningful community involvement in planning and investment decisions. Partnerships with historically under-served and under-represented communities must be paired with the City's neighborhood organizations to create a robust and inclusive community involvement system.

Goal 2.B: Social justice and equity

The City of Portland seeks social justice by expanding choice and opportunity for all community members, recognizing a special responsibility to identify and engage, as genuine partners, under-served and under-represented communities in planning, investment, implementation, and enforcement processes, particularly those with potential to be adversely affected by the results of decisions. The City actively works to improve its planning and investment-related decisions to achieve equitable distribution of burdens and benefits and address past injustices.

Goal 2.C: Value community wisdom and participation

Portland values and encourages community and civic participation. The City seeks and considers community wisdom and diverse cultural perspectives, and integrates them with technical analysis, to strengthen land use decisions.

Goal 2.D: Transparency and accountability

City planning and investment decision-making processes are clear, open, and documented. Through these processes a diverse range of community interests are heard and balanced. The City makes it clear to the community who is responsible for making decisions and how community input is taken into account. Accountability includes monitoring and reporting outcomes.

Goal 2.E: Meaningful participation

Community members have meaningful opportunities to participate in and influence all stages of planning and decision making. Public processes engage the full diversity of affected community members, including under-served and under-represented individuals and communities. The City will seek and facilitate the involvement of those potentially affected by planning and decision making.

Goal 2.F: Accessible and effective participation

City planning and investment decision-making processes are designed to be accessible and effective, and responsive to the needs of all communities and cultures. The City draws from acknowledged best practices and uses a wide variety of tools, including those developed and recommended by under-served and under-represented communities, to promote inclusive, collaborative, culturally-responsive, and robust community involvement.

Goal 2.G: Strong civic infrastructure

Civic institutions, organizations, and processes encourage active and meaningful community involvement and strengthen the capacity of individuals and communities to participate in planning processes and civic life.

The following are examples of Comprehensive Plan policies regarding community engagement, with emphasis on policies that require the advancement of equity.

Policy 2.1.b, Partnerships and coordination. Maintain partnerships and coordinate land use engagement with: Communities of color (including those whose families have been in this area for generations such as Native Americans, African Americans, and descendants of immigrants), low-income populations, Limited English Proficient (LEP) communities, Native American communities, immigrants and refugees, and other under-served and under-represented communities.

Policy 2.3, Extend benefits. Ensure plans and investments promote environmental justice by extending the community benefits associated with environmental assets, land use, and public investments to communities of color, low-income populations, and other under-served or under-represented groups impacted by the decision. Maximize economic, cultural, political, and environmental benefits through ongoing partnerships.

Policy 2.4, Eliminate burdens. Ensure plans and investments eliminate associated disproportionate burdens (e.g. adverse environmental, economic, or community impacts) for communities of color, low-income populations, and other under-served or under-represented groups impacted by the decision.

Policy 2.5, Community capacity building. Enhance the ability of community members, particularly those in under-served and/or under-represented groups, to develop the relationships, knowledge, and skills to effectively participate in plan and investment processes.

Policy 2.7, Agency capacity building. Increase City staff's capacity, tools, and skills to design and implement processes that engage a broad diversity of affected and interested communities, including under-served and under-represented communities, in meaningful and appropriate ways.

Policy 2.9, Community analysis. Collect and evaluate data, including community-validated population data and information, to understand the needs, priorities, and trends and historical context affecting different communities in Portland.

Policy 2.10, Community participation in data collection. Provide meaningful opportunities for individuals and communities to be involved in inventories, mapping, data analysis, and the development of alternatives

Policy 2.14, Community influence. At each stage of the process, identify which elements of a planning and investment process can be influenced or changed through community involvement. Clarify the extent to which those elements can be influenced or changed.

Policy 2.24, Representation. Facilitate participation of a cross-section of the full diversity of affected Portlanders during planning and investment processes. This diversity includes individuals, stakeholders, and communities represented by race, color, national origin, English proficiency, gender, age, disability, religion, sexual orientation, gender identity, and source of income.

Policy 2.27, Demographics. Identify the demographics of potentially affected communities when initiating a planning or investment project.

Policy 2.28, Historical understanding. To better understand concerns and conditions when initiating a project, research the history, culture, past plans, and other needs of the affected community, particularly under-represented and under-served groups, and persons with limited English proficiency (LEP). Review preliminary findings with members of the community who have institutional and historical knowledge.

Policy 2.30, Culturally-appropriate processes. Consult with communities to design culturally-appropriate processes to meet the needs of those affected by a planning or investment project. Evaluate, use, and document creative and culturally-appropriate methods, tools, technologies, and spaces to inform and engage people from under-served and under-represented groups about planning or investment projects

2. Study Area Demographics

Population

| | NW Area | NE Sandy | NE Irving | NE Broadway | East-West Connection | Portland |
|------------------|---------|----------|-----------|-------------|----------------------|----------|
| Total Population | 6,735 | 8,456 | 8,230 | 10,863 | 5,751 | 630,331 |
| Total Families | 1,108 | 1,412 | 1,425 | 2,074 | 996 | 135,543 |
| Poverty Families | 4% | 5% | 4% | 5% | 5% | 10% |

Race and Ethnicity

| | NW Area | NE Sandy | NE Irving | NE Broadway | East-West Connection | Portland |
|-----------------------|---------|----------|-----------|-------------|----------------------|----------|
| Total People of Color | 1,355 | 1,755 | 1,735 | 2,343 | 1,007 | 182,843 |
| People of Color | 20% | 21% | 21% | 22% | 18% | 29% |
| White | 80% | 79% | 79% | 78% | 82% | 71% |
| Black | 2% | 5% | 6% | 7% | 5% | 7% |
| Native American | 2% | 4% | 3% | 2% | 3% | 2% |
| Asian % | 10% | 5% | 6% | 6% | 6% | 10% |
| Nat. Hawaiian/Pac Is. | 0% | 0% | 0% | 0% | 0% | 1% |
| Other | 1% | 2% | 2% | 2% | 1% | 3% |
| Hispanic | 8% | 8% | 8% | 7% | 3% | 10% |

Age

| | NW Area | NE Sandy | NE Irving | NE Broadway | East-West Connection | Portland |
|--------------|---------|----------|-----------|-------------|----------------------|----------|
| Age under 18 | 8% | 12% | 11% | 12% | 5% | 18% |
| Age 18 to 59 | 75% | 74% | 71% | 67% | 64% | 64% |
| Age over 59 | 17% | 13% | 18% | 22% | 31% | 18% |
| Age over 64 | 11% | 9% | 14% | 16% | 23% | 12% |

Education

| | NW Area | NE Sandy | NE Irving | NE Broadway | East-West Connection | Portland |
|--------------|---------|----------|-----------|-------------|----------------------|----------|
| Less than HS | 2% | 2% | 2% | 1% | 2% | 8% |
| HS diploma | 6% | 10% | 8% | 10% | 7% | 16% |

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| | | | | | | |
|-----------------|-----|-----|-----|-----|-----|-----|
| Some college | 18% | 24% | 24% | 22% | 31% | 28% |
| BA/BS degree | 43% | 43% | 43% | 38% | 34% | 29% |
| Advanced degree | 32% | 21% | 23% | 28% | 25% | 19% |

Housing

| | NW Area | NE Sandy | NE Irving | NE Broadway | East-West Connection | Portland |
|---------------|---------|----------|-----------|-------------|----------------------|----------|
| Total HH | 4,215 | 4,262 | 4,145 | 5,458 | 3,697 | 260,949 |
| Share HH Own | 29% | 29% | 31% | 33% | 27% | 53% |
| Share HH Rent | 71% | 71% | 69% | 67% | 73% | 47% |

Commute

| | NW Area | NE Sandy | NE Irving | NE Broadway | East-West Connection | Portland |
|----------------|---------|----------|-----------|-------------|----------------------|----------|
| Total Workers | 4,571 | 5,287 | 4,907 | 6,309 | 3,257 | 335,088 |
| Share SOV | 44% | 42% | 43% | 51% | 41% | 58% |
| Share Non SOV | 56% | 58% | 57% | 49% | 59% | 42% |
| Share Carpool | 4% | 7% | 8% | 7% | 3% | 12% |
| Share Transit | 13% | 21% | 18% | 14% | 18% | 7% |
| Share Bicycle | 5% | 12% | 11% | 11% | 6% | 12% |
| Share Walk | 22% | 8% | 9% | 9% | 17% | 9% |
| Share Other | 2% | 0% | 1% | 2% | 4% | 1% |
| Share Telework | 10% | 10% | 10% | 7% | 11% | 8% |

Income

| | NW Area | NE Sandy | NE Irving | NE Broadway | East-West Connection | Portland |
|-------------------|----------|----------|-----------|-------------|----------------------|----------|
| Median HH Income | \$68,834 | \$55,809 | \$57,668 | \$60,402 | \$53,526 | \$63,032 |
| Per Capita Income | \$64,295 | \$42,588 | \$43,946 | \$46,175 | \$58,942 | \$37,382 |

3. Limited English Proficiency Data

| Census Tract | Population | Spanish | Russian | Slavic | Indic | Chinese | Japanese |
|--------------|------------|-------------|---------|--------|-------|-------------|----------|
| 45 | 2081 | 7.7% | 0.0% | 0.0% | 0.0% | 0.5% | 0.8% |
| 49 | 3211 | 1.4% | 0.0% | 0.0% | 0.0% | 3.0% | 0.0% |
| 50 | 2691 | 0.0% | 0.4% | 0.0% | 0.5% | 0.4% | 0.0% |
| 51 | 7455 | 0.4% | 0.0% | 0.0% | 0.0% | 0.3% | 0.3% |
| 23.03 | 2062 | 0.5% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% |
| 24.02 | 3380 | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| 25.02 | 3818 | 0.7% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% |
| 27.02 | 2783 | 0.9% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| 19 | 4464 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| 20 | 5826 | 1.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.2% |
| 21 | 2036 | 1.2% | 0.7% | 0.3% | 0.0% | 0.5% | 0.0% |

| Census Tract | Population | Korean | Laotian | Vietnam | Tagalog | Arabic | African |
|--------------|------------|--------|---------|---------|---------|--------|---------|
| 45 | 2081 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| 49 | 3211 | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% |
| 50 | 2691 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| 51 | 7455 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| 23.03 | 2062 | 0.0% | 0.0% | 0.0% | 0.0% | 0.9% | 0.0% |
| 24.02 | 3380 | 0.8% | 0.0% | 0.0% | 0.0% | 0.3% | 0.0% |
| 25.02 | 3818 | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% |
| 27.02 | 2783 | 0.0% | 0.3% | 0.0% | 0.0% | 0.0% | 0.4% |
| 19 | 4464 | 0.0% | 0.0% | 0.5% | 0.3% | 0.0% | 0.0% |
| 20 | 5826 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| 21 | 2036 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% |

4. City of Portland Public Engagement Principles

- *Partnership:* Community members have a right to be involved in decisions that affect them. Participants can influence decision-making and receive feedback on how their input was used. The public has the opportunity to recommend projects and issues for government consideration.
- *Early Engagement:* Community engagement is an early and integral part of issue and opportunity identification, concept development, design, and implementation of City policies, programs, and projects.
- *Building Relationships and Community Capacity:* Community engagement processes invest in and develop long-term, collaborative working relationships and learning opportunities with community partners and stakeholders.
- *Inclusiveness and Equity:* Public dialogue and decision-making processes identify, reach out to, and encourage participation of the community in its full diversity. Processes respect a range of values and interests and the knowledge of those involved. Historically excluded individuals and groups are included authentically in processes, activities, and decision- and policy-making. Impacts, including costs and benefits, are identified and distributed fairly.
- *Good Quality Process Design and Implementation:* Community engagement processes and techniques are well-designed to appropriately fit the scope, character, and impact of a policy or project. Processes adapt to changing needs and issues as they move forward.
- *Transparency:* Public decision-making processes are accessible, open, honest, and understandable. Members of the public receive the information they need, and with enough lead time, to participate effectively.
- *Accountability:* City leaders and staff are accountable for ensuring meaningful public engagement in the work of city government.