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# Title VI Compliance Report

An annual report covering civil rights  
and non-discrimination activities

Submitted: August 30, 2013

Covering July 1, 2012 – June 30, 2013



Metro | *Making a great place*

## About Metro

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together we're making a great place, now and for generations to come.

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## **Metro's role as a Metropolitan Planning Organization**

Metro is the federally mandated metropolitan planning organization designated by the governor to develop an overall transportation plan and to allocate federal funds for the region. The Joint Policy Advisory Committee on Transportation (JPACT) is a 17-member committee that provides a forum for elected officials and representatives of agencies involved in transportation to evaluate transportation needs in the region and to make recommendations to the Metro Council. The established decision-making process assures a well-balanced regional transportation system and involves local elected officials directly in decisions that help the Metro Council develop regional transportation policies, including allocating federal transportation funds.

## **Metro respects civil rights**

Metro hereby gives public notice that it is the policy of the Metro Council to assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice and related statutes and regulations in all programs and activities. Title VI requires that no person in the United States of America shall, on the grounds of race, color or national origin, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which Metro receives federal financial assistance. Any person who believes they have been aggrieved by an unlawful discriminatory practice under Title VI has a right to file a formal complaint with Metro. Any such complaint must be in writing and filed with Metro's Title VI Coordinator within one hundred eighty (180) days following the date of the alleged discriminatory occurrence. For more information, or to obtain a Title VI Discrimination Complaint Form, see the web site at [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights) or call (503) 797-1536.

The preparation of this report was financed in part by the U.S. Department of Transportation, Federal Highway Administration and Federal Transit Administration. The opinions, findings and conclusions expressed in this report are not necessarily those of the U.S. Department of Transportation, Federal Highway Administration and Federal Transit Administration.

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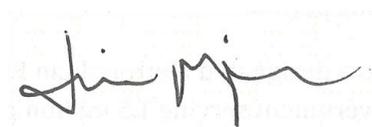
## A MESSAGE FROM METRO'S TITLE VI COORDINATOR

Metro is pleased to present this Title VI Compliance Report to the Oregon Department of Transportation, in compliance with Federal Highway Administration regulations.

The activities described in this report reflect Metro's values of respect and customer service as well as the efforts the agency is pursuing in its Diversity Action Plan and Equity Strategy. It also documents processes and practices that help us comply with Title VI of the Civil Rights Act of 1964 and the Executive Order on Environmental Justice and related statutes.

We make great effort to provide meaningful access to our programs and projects and look forward to further improving our practices over time. Metro's Title VI coordinator and Office of Citizen Involvement are responsible for initiating and monitoring Title VI activities and preparing reports such as this.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Middaugh". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jim Middaugh  
Title VI Coordinator  
Metro, Director of Communications

Date: Aug. 29, 2013

## **INTRODUCTION: TITLE VI COMPLIANCE REPORT FOR METRO**

This is the Oregon Metropolitan Service District (Metro) report to the Oregon Department of Transportation (ODOT) on Metro's Title VI compliance activities. It covers a 12 month period from July 1, 2012, through June 30, 2013.

As a subrecipient of Federal Highway Administration (FHWA) funds via ODOT, Metro's filing of this report constitutes compliance with one of two FHWA reporting requirements for the agency: an annual compliance report to ODOT and a Title VI Plan filed with FHWA (last updated March 31, 2010).

As a direct recipient of Federal Transit Administration (FTA) funds, Metro separately submits a Title VI Program to the FTA, following the FTA's guidance document, Circular 4702.1B which became effective on Oct. 1, 2012, and supersedes FTA Circular 4702.1A. Metro's most recent Title VI Program was submitted to FTA May 10, 2012 and accepted on May 29. Metro's Title VI Program for FTA expires Nov. 30, 2015 and an update is expected to be filed by Oct. 1, 2015.

Metro's Title VI designee also submits quarterly progress reports to both federal agencies and an annual Unified Planning Work Program report on Title VI and Environmental Justice related activities.

This report presents changes in Title VI reporting structure during the reporting period, a summary of planning-related public involvement activities, Metro's contracting activities and Title VI complaints received during this reporting period.

Metro submits this report as a designated Metropolitan Planning Organization (MPO). Metro is a directly elected regional government serving 1.5 million people living in the urbanized areas of the Portland metropolitan region. Metro's Title VI Coordinator and Office of Citizen Involvement are responsible for initiating and monitoring Title VI activities and for preparing these reports.

## **RECENT CIVIL RIGHTS REGULATORY ACTIVITY**

Federal agency focus on implementing Title VI and other civil rights regulations in coordination with regional and local governments continue and include actions like:

- On July 17, 2012 the Federal Transit Administration published notice in the Federal Register that provides a summary of final changes to the Environmental Justice circular, shares response to comments on that circular and publishes the effective date of the circular as Aug. 15, 2012. While the environmental justice circular does not contain any new responsibilities for recipients it provides recipients with a distinct framework for integrating environmental justice principles into public transportation decision-making processes, from planning to project development and implementation. Key clarifications in this circular include suggestions regarding data gathering and analysis as well as meaningful engagement of environmental justice populations, definition of environmental justice populations as not only related to size and guidance on integrating environmental justice analysis into planning processes.
- On Aug. 28, 2012, the Federal Transit Administration published notice in the Federal Register that provides final changes to the Title VI Circular, shares response to comments on that circular and publishes the effective date of the circular as Oct. 12, 2012. The new circular includes shorter timelines for reporting, governing body approval of the Title VI, Limited English Proficiency and Public Participation Plans prior to submittal, clarification of recipient and subrecipient requirements and removal of the opportunity for recipients to review and comment on a draft compliance review. New appendices to the circular provide helpful reference information to support practical application.

## DESCRIPTION OF METRO'S TITLE VI REPORTING STRUCTURE

Jim Middaugh, Metro Director of Communications, is Metro's official Title VI Coordinator. He reports directly to the Chief Operating Officer, the chief executive of the agency. Karen Withrow is the Title VI designee.

Diversity Program Manager, Bill Tolbert, reports directly to the COO and continues to work closely with the employee teams across the agency to coordinate diversity issues in four focus areas: internal awareness, recruitment, public involvement and procurement.

Equity Strategy Program Manager, Nuin-Tara Key, reports directly to the COO and, in response to Metro's Equity Inventory Report and direction of Metro Council, is launching an engagement process – through the newly established Equity Strategy Program to shape an agency-specific strategy for advancing equity.

The first step in this process, beginning spring 2013 and lasting about 18 months, is to understand how communities experience the region's outcomes *today* through the development of an equity baseline. By engaging with stakeholders and community partners Metro will support the development of an agency definition of "equity," an organizing framework to evaluate progress in advancing equity across the region and across issues over time and a set of measureable equity indicators that can be used to guide Metro programs, projects and activities in support of the region's six desired outcomes. To learn more, visit [www.oregonmetro.gov/equity](http://www.oregonmetro.gov/equity).

To read a newsfeed message about the Equity Strategy Advisory Committee being formed to support this work, visit: <http://news.oregonmetro.gov/1/post.cfm/portland-equity-region-committee-080113>

## LIMITED ENGLISH PROFICIENCY (LEP) ASSISTANCE, DEMOGRAPHIC DATA AND DESCRIPTION OF LEP OUTREACH ACTIVITIES

### Language assistance during the reporting period

Beyond the materials we proactively translated, Metro received one request for Spanish translation or interpretation during the reporting period. Our contracted telephone language service was used to assist with this request related to the Regional Flexible Funds Allocation process in May 2013. Metro received a request for an American Sign Language interpreter at a public event held at Blue Lake Regional Park in June 2013 and the request was managed by Access Services Northwest. Metro has contracted with LNS Captioning to handle future sign-language requests.

### LEP demographic data

As part of its effort to provide meaningful access to its programs to all residents, including those with limited English proficiency (LEP), Metro maintains demographic data on LEP populations within its service area. Table 1 (see chart on next page) shows the highest prevalence of languages within Metro's jurisdictional boundary, showing all languages with 1,000 speakers with limited English proficiency.

**Table 1: Languages in Metro’s Jurisdictional boundary with more than 1,000 LEP persons**

Language spoken at home	Population 5 and over speaking a language other than English at home	Population that is LEP, age 5 and over, by native language	Percent of total LEP population by native language	Percent of total Metro region population age 5 and over (1,406,347), LEP, by language
Spanish, Spanish Creole	124,643	64,692	52.8	4.6
Vietnamese	20,329	12,417	10.1	0.88
Chinese	17,013	9,036	7.4	0.64
Russian	13,589	7,105	5.8	0.51
Korean	7,953	4,141	3.4	0.29
Ukrainian <sup>1</sup>	No data	<sup>1</sup> 2,609	2.1	0.19
Japanese	6,839	2,608	2.1	0.19
Romanian <sup>1</sup>	No data	<sup>1</sup> 2,232	1.8	0.16
Tagalog	5,702	1,705	1.4	0.12
Arabic	4,155	1,460	1.2	0.1
Hmong	Unreliable	<sup>1,2</sup> 1,420	1.2	0.1
Somali <sup>1</sup>	No data	<sup>1</sup> 1,407	1.2	0.1
Mon-khmer Cambodian	2,115	1,370	1.1	0.1
<b>13 LEP languages</b>		110,670	90.3	7.87
<b>TOTAL, all non-English languages</b>	265,458	122,511	100	8.71

Data source: U.S. Census Bureau, American Community Survey 2006-2010, 5 year estimate; Table B16001, Language spoken at home; except: <sup>1</sup> Languages not in Census: estimates derived from Oregon Department of Education school language dataset for 2011-2012; listed counts of LEP students in ODE data derived languages are the median value within an estimated range.

<sup>2,2</sup> The estimate of LEP Hmong speakers is estimated from Oregon Department of Education data rather than based on the published estimate from the ACS. The ACS estimate margin of error is too high for a reliable estimate, and the estimate itself is clearly far too low in comparison with the directly observed ODE student enrollment data. Figures are derived by aggregating Census tract-level data estimates.

The Department of Justice’s Safe Harbor provision sets out guidance for LEP language group prevalence at 5 percent or 1,000 persons, whichever is less, within the study area.<sup>1</sup> No single language meets the 5 percent threshold for those who speak English less than “very well,” while 13 languages above meet the 1,000 persons threshold. It is important to note that because of the geographic size of the Portland metropolitan area, only Spanish exceeds 1 percent of the population of those that speak

<sup>1</sup> “The following actions will be considered strong evidence of compliance with the recipient’s written-translation obligations: (a) The DOJ recipient provides written translations of vital documents for each LEP language group that constitutes five percent or 1,000, whichever is less, of the population of persons eligible to be served or likely to be affected or encountered...,” Guidance to Federal Financial Assistance Recipients Regarding Title VI Prohibition Against National Origin Discrimination Affecting Limited English Proficient Persons, 67 FR 41464, June 18, 2002.

English less than "very well," with the rest in the range of 0.88 percent of the population that speaks Vietnamese at home and speaks English less than "very well" to 0.01 percent of the population that speaks Cambodian at home and speaks English less than "very well."

Another consideration is the "other" categories in the available data. These categories aggregate languages that have not demonstrated enough prevalence in the United States to be tracked specifically by the U.S. Census Bureau. Table 2 shows the aggregated language categories where more than 1,000 persons speak English less than "very well."

**Table 2: Estimation of LEP populations embedded within "language groups" reported in the 2006-2010 ACS, using Census Bureau statewide language data from 2006-2008**

Native language other than English spoken at home	Estimated total population over age 5				Estimated total population over age 5 speaks English less than "very well"			
	Table 39 (2006-08)	Table 39 margin of error	Ratio, language to language group	331 Metro Tracts (2006-2010)	Table 39 (2006-08)	Table 39 margin of error	Ratio, language to language group	331 Metro Tracts (2006-2010)
<u>Other Slavic</u>	6872	+/- 1515	0.8763	<u>6022</u>	3644	+/- 1010	0.8532	<u>3109</u>
Ukrainian	5261	+/- 1476	"- -"	4611	3143	+/- 953	"- -"	<b>2682</b>
Slovak	571	+/- 407	"- -"	501	320	+/- 356	"- -"	273
Czech	664	+/- 216	"- -"	581	103	+/- 85	"- -"	88
Bulgarian	376	+/- 267	"- -"	329	78	+/- 104	"- -"	66
	Sum, estimated populations:			6022	Sum, estimated populations:			3109

*Italicized* cell values are estimated populations for the 331 Census tract geography based on ratios generated from Table 39, State of Oregon data. **Bolded** population estimates rise above the 1,000 persons safe harbor threshold

Metro follows the Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient Persons issued on December 14, 2005 (DOT Guidelines). In accordance with the DOT's Guidelines, Metro uses the four factor analysis that requires an assessment of:

1. The number or proportion of LEP persons eligible to be served or likely to be encountered by a program, activity or service;
2. The frequency with which LEP individuals come in to contact with the program;
3. The nature and importance of the program, activity or service provided; and
4. The resources available and the costs associated with providing LEP services.

In May 2012, Metro created its first comprehensive Limited English Proficiency (LEP) Plan covering all major activities of the MPO. The plan was generated as a result of additional guidance from the FTA as Metro updated its Title VI Program. In the past, Metro had applied the four factor analysis guidance on a project-by-project basis. The new LEP Plan provided the agency an opportunity to examine its programs and activities comprehensively and come up with broader implementation strategies for prioritizing the provision of language assistance. As part of implementation, many programs and projects continue to do a program- or project-specific LEP four-factor analysis as a way to define protected or sensitive populations, appropriate engagement methods and translation needs.

As part of implementing the comprehensive LEP Plan, Metro has taken these additional steps to provide language assistance during the reporting period:

- Metro completed data collection and analysis for an updated LEP Factor 1 analysis based on updated census data and Oregon Department of Education data (for local comparison). The data collected for this analysis will be available to programs and projects as they need to identify LEP populations and analysis support will be available when the program or project area is smaller than the whole region.
- Metro extended its original six-month contract for telephone interpretation services with Certified Languages International through Sept. 29, 2014.
- Metro continues to annually update a list of volunteer staff interpreters who are available to provide language interpretation services on request. This list is made available to all Metro staff and provided during annual LEP training to administrative support and communications staff throughout the agency.
- On Feb. 13, 2013 Metro conducted an internal staff training for twenty-three frontline Metro employees, a Metro security contractor who often staffs Metro's front desk, communication, public involvement and council admin staff on how to provide meaningful language assistance to customers who don't speak English well. Frontline staff have the most frequent contact with the public and potentially LEP customers, and so were identified as having an important role in providing language assistance. Metro updated training materials and compliance documents and posted to the internal online system for easy access.
- Metro continues to build relationships with community organizations that serve Title VI/LEP/EJ populations and is gathering information on how to best communicate and engage with populations they serve. One practical manifestation of increased interaction is the award of funds and/or contracts to community organizations to support engagement of the communities they represent, in coordination with Metro.
- In partnership with and providing funding to community organizations representing the top four LEP populations in the area, Metro held a series of seven discussion groups to better understand what is relevant or important to LEP communities as it pertains to Metro. Three discussions were held with Spanish speakers, by far the largest LEP group, with one session held in each county in the region. Two discussions were held in Chinese to accommodate the spoken language difference between Cantonese and Mandarin. One discussion each was held with the Russian and Vietnamese communities. These discussions began in June 2013 and continued into July 2013. A final report will be compiled based on summary reports of the discussion from each of the community organizations.

Table 3 below shows the community organizations that the original solicitation included and those in bold type are the organizations that were awarded funds to host a language discussion group.

**Table 3: Community organizations solicited and/or awarded funds for language discussion groups**

Community organization	Population served
211 Family Info	Residents of Multnomah, Clackamas and Washington County
<b>Adelante Mujeres</b>	Low-income Latina women and their families, primarily in Washington County
<b>Asian Health and Services Center</b>	Cantonese, Mandarin and Vietnamese clients with a focus on being the bridge between Asian and American culture, building a harmonious community, reducing health inequity and improving healthcare quality for all Asians.
Ecumenical Ministries of Oregon (EMO); Russian Oregon Social Services (ROSS)	Russian-speakers in Portland and Southwest Washington
El Programa Hispano	Latino population
<b>Immigrant Refugee Community Organization (IRCO)</b>	Large variety of immigrants, refugees and the community at large
MercyCorps Northwest	Hispanic, African-American, Asian, immigrants and refugees and other minority communities that live at, or slightly above, the federal poverty line and below 80% of Median Family Income (MFI)
Centro Cultural	Latino population
Neighborhood House	Latin American, African, Russian and Middle Eastern immigrants
St. Anthony's Church	Latino and Vietnamese population
The Oregon Chinese Consolidated Benevolent Association	Chinese population
<b>Asian Pacific American Network of Oregon (APANO)</b>	Asian and Pacific Islander population
Center for Intercultural Organizing	Immigrant and refugee populations
Coalition of Communities of Color	African American, African immigrant and refugee, Asian/Pacific Islander, Latino, Native American and Slavic communities
Native American Youth and Family Center (NAYA)	American Indian and Alaska Native communities
<b>Latino Network</b>	Latino population, primarily in Multnomah County
<b>Los Niños Cuentan</b>	Latino population, primarily in Clackamas County
Asian Pacific American Chamber of Commerce	Asian and Pacific Islander population
Oregon Native American Chamber	Native American community
Oregon Association of Minority Entrepreneurs	Business people from a variety of ethnic groups
Metropolitan Hispanic Chamber of Commerce	Latino population

**Bolded** organizations are those that received a sponsorship award to host a language discussion group(s).

- Metro included a direct link from Metro’s website homepage to the Civil Rights landing page, [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights).
- Updated Metro’s online Civil Rights content, [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights) – added DBE, complaint procedures, LEP policy for local government involvement, PDF of civil rights notice and FHWA Title VI plan and policy statement.
- Posted FHWA/ODOT Title VI policy statement alongside FTA Civil Rights notice and language assistance notice in Metro Regional Center building.
- As part of a Metro effort to redesign the agency’s web site, participated in a working group on language, translation and accessibility needs.
- Improved consistency and breadth of data collection through Metro’s public engagement events and surveys.
- Updated and continues to maintain a list of staff interpreters. The list, updated in February, 2013 identifies 13 employees who are available to help with interpretation of 13 spoken languages plus American Sign Language.
- Contacted community organizations to gather information on contact with LEP populations as part of implementation of Metro’s LEP Implementation Plan.
- Monitored Data Resource Center’s development of Factor One analysis as part of implementation of Metro’s LEP Implementation Plan.
- Updated standard templates for meeting agendas to include appropriate nondiscrimination notices. The notices include information on how to request a sign language interpreter, communication aid or language translation assistance.
- Purchased a new telecommunication device for the deaf and provided training to front desk staff.
- Established a working group that meets regularly to coordinate and leverage outreach to underrepresented populations such as those with limited English proficiency, diverse cultural backgrounds, low-income, disability, seniors and youth.

With the anticipated completion of an updated LEP Factor 1 analysis based on newer census data, Metro will take the following steps related to language assistance:

- Update and re-post notice to the public that Metro complies with Title VI and instructions to the public on how to obtain a complaint form in the thirteen LEP languages, and post the updated notice to the website at: [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights).
- Evaluate vital documents for translation into 13 languages, including vital documents found on Metro’s website: [www.oregonmetro.gov](http://www.oregonmetro.gov).
- Upon request and subject to available resources, Metro will provide translation of other documents pertaining to programs and services into relevant languages.
- Continue to develop relationships with community organizations in order to gather information about their contact with LEP populations as part of implementation of Metro’s LEP Plan.

As Metro continues to advance outreach related to reaching Title VI/LEP/EJ populations, efforts have been made to learn from and share information with partner agencies, such as:

- March 2013: Metro hosted a coordination meeting with TriMet to focus on ways that the two agencies can collaborate on Title VI/LEP/EJ work and eliminate any duplicate efforts. The agenda included discussion of how and who should coordinate on:
  - Formation of EJ/equity advisory committees by TriMet and Metro
  - Internal and external training
  - Reporting and reviews by federal agencies
  - Definitions, data collection, methodology and best practices
  - Ongoing information sharing and opportunities for shared effort (i.e. share translation resources, share stakeholder contacts and experiences, identify potential funding opportunities)
- June 2013: Metro is participating in coordination and information sharing group initiated by City of Portland and that includes members from ODOT, Metro, TriMet, City of Portland, City of Gresham and Multnomah County. The first agenda included a group debrief of a recent Title VI training hosted by ODOT and FHWA, agency updates about Title VI and LEP work, discussion of future meetings and ways the group can coordinate (including possible training sessions).
- Ongoing: Metro is in discussions with TriMet, ODOT, City of Portland and the Oregon Transportation Research and Education Consortium (OTREC) about co-hosting training in Fall 2013 for our own agency staff, staff from cities, counties and other agencies and community organizations on Title VI, Limited English Proficiency and Environmental Justice. The purpose of the training would be to raise overall awareness and set common expectations around federal requirements to enable regional and local implementation. A follow-up event to provide more time for discussion and practical application is anticipated in Spring 2014.

Metro's LEP Plan is available on Metro's website at [www.oregonmetro.gov/civilrights](http://www.oregonmetro.gov/civilrights).

## OFFICE OF CITIZEN INVOLVEMENT

In 2012, Metro's Office of Citizen Involvement developed a new public engagement review process designed to ensure that Metro's public involvement is effective, reaches diverse audiences and harnesses emerging best practices. The new process includes a semi-annual meeting of professional public involvement peers, an annual stakeholder summit and the establishment of a new standing public committee, the Public Engagement Review Committee (PERC). The Metro Council approved the process and appointed 14 members to the PERC in November 2012.

The process has been in development since 2010 and Metro has engaged community stakeholders, including local government public involvement staff, former Metro Committee for Citizen Involvement members, and the International Association of Public Participation Cascade Chapter, to create a multi-track public engagement review process.

## **Public Engagement Review Committee**

PERC meets at least twice a year and serves as a key component of Metro's efforts to develop successful public engagement processes. The committee includes at least three at-large community members, at least three staff or board members from local community organizations and a public involvement staff member from Clackamas, Multnomah and Washington counties. The current PERC is made up of 7 community representatives, 3 community organization representatives, and 3 county representatives.

Criteria for membership selection includes:

- community service: demonstrated commitment to community involvement
- experience: demonstrated skills, knowledge or experience valuable to support Metro's public engagement principles
- diversity: collectively representative of the geographic and demographic diversity of the region.

Member recruitment occurs annually for one-third of the community member and community organization positions in order to ensure continuity on the committee. Local government representatives are reappointed as desired by the sponsoring county.

The PERC met three times between January and June 2013 to refine their mission, committee role and ground rules, as well as craft the annual public engagement survey and the new public engagement guide, which will be adopted in December 2014.

## **Public Engagement Network (Peer group)**

The peer group convenes public engagement staff and professionals from the Portland metropolitan area to pool professional knowledge in the region by sharing best practices, emerging tools and case studies. The peer group met twice – once in summer 2012 and once in winter 2013 – with about 60 people attending each meeting. The group is addressing shared high priority issues, including engaging diverse communities, establishing effective evaluation practices, and finding ways to effectively share resources and information.

## **Annual public engagement survey and report**

An annual Opt In online panel public survey and public engagement report provide further opportunity to evaluate Metro's public involvement efforts. An Opt In survey on Metro's public engagement practices was conducted in May/June 2013 and results helped inform the creation of Metro's draft public engagement guide. The first annual public engagement report will be presented in November 2013.

## **Annual community summit**

The community summit is a public event that will bring together stakeholders representing the diverse perspectives of the region to evaluate Metro's public engagement practices from the previous year, share local community information and advise on priorities and engagement strategies for upcoming policy initiatives. Since this is the first year for the PERC, Metro will not be holding a region-

wide community summit this year but instead is focusing on holding a Title VI training workshop for local government partners and community partners in November 2013.

## **PUBLIC OUTREACH ACTIVITIES**

Metro's public involvement strategies often attempt to leverage the efforts of other, unrelated programs that have the potential to reach environmental justice and underserved populations. The outreach efforts listed below are just the ones related to transportation planning activities, though in some cases the list includes ways Metro used other outreach efforts to spread awareness of transportation related programs.

In fall 2013, Metro will update the Public Engagement Guide, formerly the Public Involvement Policy for Transportation Planning. The document will support Metro's MPO certification by the Federal Transit Administration, the Federal Highway Administration and establishes consistent ways the agency ensures everyone has opportunities to participate in the regional planning and decision-making processes. It is intended to provide:

- an accessible overview of Metro as an agency
- tools for connecting with Metro to receive information
- an understanding of how Metro decision-making processes typically works and how to engage during decision-making
- examples of engagement tools and techniques to reach underrepresented populations such as those with limited English proficiency, diverse cultural backgrounds, low-income, disability, seniors and youth.

To view the draft guide, visit [www.oregonmetro.gov/engagementguide](http://www.oregonmetro.gov/engagementguide)

### **1. Regional Flexible Funding Allocation and the Metropolitan Transportation Improvement Program (MTIP)**

*Regional Flexible Funding Allocation for 2016-18 was initiated in May 2013; JPACT and Metro Council are scheduled to approve fund allocation in October 2013; 2015-18 Metropolitan Transportation Improvement Program (MTIP) scheduled for approval September 2014.*

Every two years, the Joint Policy Advisory Committee on Transportation (JPACT) and the Metro Council decide how best to spend money from three federal funds: Congestion Mitigation Air Quality Transportation Alternatives Program, and the Surface Transportation Program. The regional flexible fund allocation process identifies which projects in the 2035 Regional Transportation Plan (2035 RTP) will receive funding. The flexible funding process is Metro's component of the Metropolitan Transportation Improvement Program (MTIP), the transportation capital program for the region.

For the 2016-18 funding cycle Metro asked local governments to nominate projects which met the criteria of different competitive categories: 1) active transportation and 2) green economy and freight. Regional economic opportunity fund projects were previously nominated by JPACT. Funding levels for region-wide transportation programs (Travel Options, system management, etc.) were also previously set by JPACT.

Metro publicized projects submitted (29 projects along with five region-wide programs) for a 30-day public comment period between May 8 and June 7, 2013. In the competitive funding categories, the purpose of this comment period was to ask the public which projects should be prioritized for funding. The public was also asked how all of the proposed projects and programs (competitive or non-competitive nominations) could be improved to meet community needs. Metro also held a public hearing on May 30 to collect oral comments.

The public comment outreach effort focused on notifying the communities that would be most impacted by the 29 proposed projects, with additional broader notification to the region as a whole. Metro sought to include all project area residents in the comment process, including those with limited-English proficiency (LEP). Metro used 2006-2010 ACS Census data to determine the languages spoken by at least five percent of the population or 1,000 persons within a one-half mile radius of each of the 29 proposed projects. Analysis showed that Spanish, Russian, Chinese and Vietnamese were spoken in the vicinity of several projects. Metro also looked at school district data and found that LEP speakers of these same languages lived in the vicinity of some projects.

Based on this data, Metro translated program, program background, introductory materials, and short project descriptions for the online comment tool into the four identified languages. In areas with higher percentages of non-English speakers, Metro translated longer, more detailed project descriptions into the appropriate language(s). Members of the public were encouraged to provide comments in any language via the online tool, email or a phone call (assisted by a phone translation service). Metro also created fact sheets in the four identified languages for distribution to faith-based and non-profit organizations that work with non-native English speaking communities in project areas. In addition, Metro created bilingual advertisements to notify the public about the comment period in local newspapers in the project areas that had greater concentrations of non-English speakers.

Metro's efforts to publicize the comment period and ways to comment included:

Email blasts – Metro announced the opening of the comment period to its interested persons and organizations list, which included approximately 1,400 people, as well as to its local partners and coordinating committees. Local partners were encouraged to forward the email to their constituents and contacts. A second, third and fourth email reminded recipients about the comment period and announced the public hearing date.

Email to Councilors and Metro Chief Operating Officer – Metro announced the opening of the comment period and the public hearing date, and encouraged Councilors to forward the email to constituents and community contacts and include notice in their e-newsletters.

Newsfeeds – Metro encouraged public comments through several newsfeed stories, sent to media and interested parties and prominently placed on the Metro homepage. The newsfeed currently has 600 subscribers.

Multiple-language newspaper advertising – Advertising was placed in thirteen project area newspapers, encouraging readers to provide comments and attend the public hearing. Many of the ads were published in multiple languages, including Spanish, Vietnamese, Chinese, and Russian, based on the languages spoken in the area of newspaper distribution.

Outreach to community leaders – Metro sent personalized emails to sixty Equity/Environmental Justice leaders in the Metro area. The emails encouraged recipients to forward the information to their contacts.

Providing tools for local jurisdictions and partners – Metro provided documents and tools to local jurisdictions and partners to help them invite members of the public to provide comments. This included an email template for email blasts, as well as translated materials for use in their own public meetings and hearings, translated fact sheets, sign in sheets and comment forms.

Outreach to bilingual faith-based communities – Metro distributed Spanish, Vietnamese, Chinese, and Russian language fact sheets to fourteen churches in the vicinity of Regional Flexible Funds projects. These churches were located primarily in the Hillsboro, Aloha, Beaverton, Gresham, and Southeast Portland areas.

Media outreach – Metro sent a news release to media contacts announcing the public comment period and public hearing date. News releases were customized for local community media by highlighting local proposed projects. Media coverage about the process included an article in The Oregonian on May 22, available here:

[http://www.oregonlive.com/commuting/index.ssf/2013/05/metro\\_asks\\_public\\_to\\_help\\_spen.html](http://www.oregonlive.com/commuting/index.ssf/2013/05/metro_asks_public_to_help_spen.html)

Comments collected were shared with the project applicant jurisdictions for review, response and project modification if appropriate. Following the applicant review of comments, county coordinating committees and the Portland City Council will conduct their own public involvement process and prioritize among competing projects to nominate a “100 percent” list of projects to JPACT and the Metro Council for approval in October 2013.

Table 3. Regional Flexible Fund comment period, commenters by race. Website commenters only.

Number	Race	% of total
590	Caucasian	67%
50	Other	6%
24	Hispanic/Latino	3%
9	Black/African-American	1%
7	Asian	1%
3	American Indian/Alaska Native/Caucasian	0.36%
2	American Indian/Alaska Native	0.26%
2	Native Hawaiian/Pacific Islander	0.26%
1	CaucasianHispanic/Latino	0.12%
183	No response	21%
871	Total	100%

## 2. Climate Smart Communities Scenarios Project

*Initiated Fall 2010; expected completion December 2014.*

The 2009 Oregon Legislature passed House Bill 2001, the Jobs and Transportation Act. The law includes a requirement for the Metro MPO to work with the Oregon Department of Transportation (ODOT), the Department of Land Conservation and Development (DLCD), and local governments to analyze land use and transportation scenarios that are designed to accommodate planned population and job growth for the year 2035 and reduce GHG emissions from cars and light trucks. The law also requires Metro to adopt a preferred scenario after public review and consultation with local governments, and calls for local governments in the Portland metropolitan region to implement the adopted scenario. In response, Metro launched the Climate Smart Communities Scenarios Project, a multi-year process to design the best set of policies to reduce carbon emissions from transportation while helping achieve our goals of building livable, prosperous and equitable communities.

During the reporting period, the project conducted extensive outreach with community and business leaders, local governments, and Metro's technical and policy advisory committees. A set of outreach materials was developed during this period for use in a toolkit for Metro Councilor and staff presentations. The elements of the toolkit include:

- a program brochure providing an overview of the three investment-based scenarios and accompanying policy questions
- a timeline for engagement with cities, counties, and communities
- eight case studies that spotlight what communities are already doing through the implementation of their local plans to reduce greenhouse gas emissions
- a five-minute overview video about the scenarios project featuring interviews with community and business leaders on how reducing greenhouse gas emissions might look from a public health, environmental, business and social justice perspective.

These materials represent a shift from the more technical nature of the material produced for the last reporting period to outreach materials more suitable for a broader audience.

Outreach activities between July 1, 2012 and June 30, 2013 included:

### 1. **Engaged local governments and other stakeholders to share project information and early findings**, July, 2012 through June, 2013

Metro Councilors and staff continued to share the Phase 1 findings and other project information through briefings to city councils, county boards, county-level coordinating committees, state commissions, Metro advisory committees, regional and state conferences, and other meetings. Staff also convened a local government staff technical working group. The work group provided technical advice to Metro staff, and assistance with engaging local government officials and senior staff.

### 2. **Maintained project web site**, July, 2012 through June 2013

A project website was maintained providing access to reports, factsheets and other project materials.

**3. Convened business and community leader workshops and focus groups, July 2012 through June, 2013**

Metro staff conducted three workshops with environmental justice/social equity, public health and environmental community leaders and six focus groups with business owners, freight shippers and operators, homebuilders and developers, engaging more than 100 community and business leaders to identify evaluation criteria and priority outcomes to measure in the scenario analysis phase. A key objective of the outreach was to continue to build relationships and create new partnerships with community-based organizations and business associations in the region.

Dr. Manuel Pastor, nationally recognized expert on economic and social equity, gave a public presentation on measuring and promoting regional equity, drawing on his experience in various equity indicator projects, and was the keynote presenter at the equity/EJ workshop. Staff followed up individually with eight equity/EJ workshop participants to get additional input from the perspective of communities of color and low income communities.

**4. Conducted Opt In public opinion survey, March 2013**

The on-line survey invited more than 19,000 community members to participate; a total of 2,835 members participated. The survey gauged public awareness of and support for GHG reduction goals, land use and transportation strategies being considered to reduce emissions, and willingness to take personal action.

**5. Standing advisory committee briefings, September 2012 through June 2013**

Land use and transportation policymakers and technical staff were briefed in their standing committees (JPACT and MPAC, TPAC and MTAC, respectively). The overview video and community case studies were used in these presentations, with updates on the development of evaluation criteria based on stakeholder feedback, and current, ongoing analysis information and results as they became available.

By the end of the reporting period, Metro began development of a comprehensive engagement strategy that outlines engagement goals, objectives, key messages, target audiences, along with tactics, tools and performance measures for the period beginning July 1, 2013, to the adoption of the preferred approach in December 2014. The engagement strategy will be implemented in coordination with Metro's Equity Strategy development, 2014 Regional Transportation Plan update and other priority Metro projects. The strategy will also be informed by data compiled for the Limited English Proficiency (LEP) Plan.

**3. Regional Travel Options's ¡Vámonos! Hispanic outreach project**

*Initiated: December 2010; Completion of outreach expected October 2012; maps to be distributed through 2013.*

Metro developed and distributes biking and walking maps as part of the MPO's effort to manage transportation demand by encouraging non-single occupant vehicle travel options. The agency seeks to make these resources widely available to residents, including LEP populations. In December 2010, Kaiser Permanente awarded Metro Regional Travel Options (RTO) a \$75,000 grant to support a new project called "¡Vámonos! Let's Explore Cornelius, Forest Grove and Hillsboro by Bike and Foot." ¡Vámonos! is a Spanish-language marketing and outreach campaign that encourages Hispanic families

to live more sustainably through walking and biking. Metro spent more than \$130,000 in federal CMAQ funds to provide staff time, materials and promotion. ¡Vámonos! was developed as a partnership among RTO and Metro's solid waste programs, with feedback from Hispanic community partners, such as Adelante Mujeres, Centro Cultural, Familias en Accion, Hispanidad, and other members of the local Hispanic community. Outreach for the campaign targeted Spanish-speaking populations in Cornelius, Forest Grove, and Hillsboro — a section of Washington County with the region's highest concentration of Spanish-speaking LEP.

From 2011 to 2012 the printed and online ¡Vámonos! maps were supported through a targeted paid media campaign; event series and community sponsorships. In fall 2012, Metro and community partners completed ¡Vámonos!bike and walk events. Metro educated the community about the personal and community benefits of walking, biking and taking transit through direct outreach with Latino families at 16 events in 2012, engaging over 1,500 walkers and riders. The events highlighted the easy, family-friendly routes to explore by foot and by bike featured on the ¡Vámonos! maps.

Aiming to promote the maps and increase community safety, Metro gave away safety slap bracelets, clip-on flashing lights and ¡Vámonos! drawstring backpacks in bright orange at the events.

In October Metro staff reached out directly to elementary schools in Cornelius, Forest Grove and Hillsboro. To coincide with National Walk and Bike to School Day (10/9), schools were offered ¡Vámonos! packs to distribute to students during existing school events. Eight elementary schools expressed interest in distributing ¡Vámonos! packets, which went to 1,385 children.

Over the two year program, Metro distributed 73,000 ¡Vámonos! maps and 2,000 promotional material packs and had interactions with over 4,300 residents.

A summary report of ¡Vámonos! activities was produced and is currently being distributed in hopes of assisting others in outreach to Latino communities. The ¡Vámonos! report was presented at the Oregon Statewide Transportation Options Working Group quarterly meeting in June, 2013, and will be presented at the Oregon Public Transportation Conference.

Through Metro RTO sponsorship funding, local non-profit advocacy group Oregon Walks formerly Willamette Pedestrian Coalition planned a Walktober event series on October, 2012. Walks took place throughout the region and included the ¡Vámonos! program areas of Cornelius, Forest Grove and Hillsboro in Spanish. Oregon Walks summarized that 495 people walked over 31 miles on 40 walks – which adds up to 1,021.9 miles cumulatively walked.

To learn more about the project, visit <http://www.oregonmetro.gov/index.cfm/go/by.web/id/38129>

#### **4. RTO Implementation**

*RTO implemented programs and services to reach a broader regional audience. Efforts included Spanish translation, culturally specific outreach and soliciting grant proposals from community partners who serve racially diverse, ethnically diverse and low-income neighborhoods. RTO also expanded the demographic questions asked on the RTO Travel and Awareness Survey conducted in Fall 2012.*

#### **Drive Less Connect Spanish Module**

RTO staff worked with the tri-state committee and the Washington State Department of Transportation to implement the Drive Less Connect Spanish module, which was released on April 1, 2013. Included with the Spanish module are translation tools. These tools provide help to Drive Less Connect administrators across the tri-state region to overcome Spanish to English language barriers.

To help with any language barriers that may arise when communicating with Spanish speakers, the Washington State Department of Transportation and Rideshare Online have procured a translation service. This service is free of charge and is in place specifically for use for DLC network administration. Instructions were sent to administrators who were strongly encouraged to make use of the service if they are not already proficient Spanish speakers.

### **RTO Grants**

The Regional Travel Options grant program provides federal transportation funds to support projects that improve air quality, address community health issues, reduce auto traffic and create more opportunities for walking and biking. Two grant rounds are described below: 2011-2013 and 2013-2015.

The 2011-2013 grant projects were selected through a competitive process. Awarded projects advanced active transportation, improved air quality and showed a strong evaluation component. A total of \$533,000 was available.

The 2013-2015 RTO Grant solicitation began in December 2012 and included social, environmental and economic criteria. The grant pool increased to \$2.1 million in competitive funds and project applications were scored by five panelists with transportation and community backgrounds. Project proposals that articulated reaching a breadth of communities and that could positively impact underserved communities scored higher points. Projects that would yield economic outcomes such as increasing access to jobs or save household transportation costs also scored higher points. Of the 25 grant applications received, totaling \$3.7 million in funding requested, 13 grants were awarded. Some examples from the prior two grant allocations that specifically target Title VI communities of concern are described below:

#### **Community Cycling Center - Communities in Motion: Increasing Capacity for Active Transportation, \$34,086 (July 2011 to June 2012)**

The Community Cycling Center worked with residents at affordable housing sites and partner agencies to design and deliver new programs that specifically address barriers to bicycling identified in the Understanding Barriers to Bicycling Project assessment. A "Train the Trainer" model was developed to prepare residents as Community Bike Educators and was translated into Spanish and modified to meet the needs of the Hacienda community. The training curriculum was also updated for New Columbia low-income residents and a free bike service shop was opened two days a week called the Hub. The Hub has taught hundreds of kids and adults how to fix flats and other repairs.

**Community Cycling Center - Building Momentum: Empowering People, Connecting Communities, \$96,386 (July 2013 to June 2015)** The Building Momentum: Empowering People, Connecting Communities program will increase healthy, active living by promoting bicycle ridership in socio-economically isolated and ethnically diverse communities in North and Northeast Portland. This project will increase and maintain mobility for vulnerable populations by working in collaboration with community partners to remove barriers to bicycling, applying culturally-relevant methods that develop community capacity for leadership and economic opportunity and advance effective transportation equity strategies.

**Housing Authority of Portland - Regional Work Source, Transportation Mobility Counseling, \$60,000 (July 2011 and continuing through 2013)**

The Housing Authority is developing a curriculum and toolkit for counselors to use when working with clients. The counselor will provide housing and transportation guidance in a thoughtful manner to save residents money and increase their mobility, employment and access to services. Assistance will include identification of specific transit, carpool, bicycling and pedestrian options, clear calculations that show the combined cost of housing and transportation under various housing choice scenarios, and assistance locating and securing location-efficient housing.

**OPAL - East Portland Community Bus Stop Assessment, \$63,000 (July 2011 and continuing through 2013)**

The project engages communities around riding transit and walking, to increase access to transit by residents of low-income communities and communities of color in East Portland. Project goals include reducing reliance on single-occupancy vehicle trips and increasing people's mobility and access to services.

**Ride Connection \$149,498 (July 2013 to June 2015)**

RideWise Urban Mobility Support and Training is a collaborative effort between TriMet and Ride Connection to promote independent travel of older adults, people with disabilities and low-income individuals by providing free training, support and access to information. The program aims to increase equitable access to transit, and result in cost-savings to TriMet of approximately \$500,000 per year by enabling more trips to be taken on regular fixed-route transit instead of LIFT for transit service.

**Verde, \$130,000 (July 2013 to June 2015)**

Living Cully Walks will be an integrated series of activities that increase travel options, reduce pollution and improve mobility, including culturally-specific marketing to underserved communities, capacity building, efficient living, and data collection. This project will be a component of Living Cully: A Cully Ecodistrict, an equity-based strategy by Verde, Hacienda CDC and NAYA to introduce environmental assets into Cully in response to community needs, and to connect underserved residents to the design, construction and use of these assets.

**Oregon Museum of Science and Industry (OMSI) Hispanic outreach project**

Following Metro collaboration during the development phase, the Oregon of Museum of Science and Industry's (OMSI) exhibit Clever Together (Juntos Somos Ingeniosos) opened on October 7, 2012 focused on sustainability education.

During FY 11/12, RTO staff participated in monthly meetings at OMSI to support the development of a sustainability exhibit to educate families about sustainable behavior choices, such as travel options. The exhibit was developed in English and Spanish.

RTO participated in the first bilingual OMSI partner event to promote sustainable behaviors to families in the region. The event, a bike festival, was held on Sunday, September 24. RTO's promotion and outreach efforts for this event were in English and Spanish.

Learn more about RTO's role in the OMSI event by visiting the links below:

<http://news.oregonmetro.gov/1/post.cfm/head-to-omsi-for-a-free-event-to-help-you-and-your-family-get-rolling>

<http://news.oregonmetro.gov/1/post.cfm/dirigete-al-museo-de-las-ciencias-y-la-industria-de-oregon-omsi-a-un-evento-gratis-que-va-poner-a-ti-y-a-tu-familia-sobre-ruedas>

Metro distributed information and promotion items for the exhibit during ¡Vámonos! outreach events, and at Metro venue facilities, such as the Oregon Zoo.

### **2012 RTO Travel and Awareness Survey**

RTO conducted the second Travel and Awareness Survey of randomly selected residents in the region. The survey helps estimate residents' level of awareness of RTO programs and services and to develop marketing strategy. New demographic questions were asked to understand language spoken at home and whether the household was at or below the poverty level. Also, "Multi-racial or bi-racial" was added as an answer choice to the question asking about racial background. A separate question asked about Hispanic ethnicity. The survey findings inform RTO efforts, for example 12% speak another language at home and the most common language was Spanish. Data was analyzed by age and income to consider a variety of needs. Survey findings were taken into consideration in developing RTO's future marketing strategy.

## **5. Opt In**

### *Ongoing*

In 2011, Metro initiated an online public engagement tool called Opt In ([www.optinpanel.org](http://www.optinpanel.org)) to reach a broader audience and get input about Metro programs and policies. Participants are asked to provide basic demographic information and invited to take one or two online surveys each month.

The panel has grown to 20,954 members as of July 2013 providing an opportunity for broad, ongoing engagement with a large number of community members. To boost participation numbers from underrepresented demographic groups – including racial minorities, youth and some geographic areas, Metro contracted with community-based organizations and consultants in 2011 and 2012. Community organizations conducted extensive outreach to their members. Although overall demographic percentages remain roughly the same, the numbers have continued to grow along with the panel and Metro has developed continued relationships with the organizations serving communities of color.

The figures in Table 4 show race and ethnic origins of Opt In participants, as disclosed by the participants, as of August 1, 2013.

Table 4. Opt In participants' race and ethnicity (August 2013)

	<b>Population</b>	<b>Percent of population</b>
Hispanic/Latino	635	3%
Black/African American	254	1%
American Indian/Native American	471	2%
Asian or Pacific Islander	708	3%
White/Caucasian	18,205	87%
Decline to answer	1,134	5%
Other	634	3%
<b>Total</b>	<b>20,954</b>	<b>100%</b>

In 2012 and 2013, Metro has focused on building partnerships with other agencies and local governments to continue to grow a diverse Opt In panel. Metro worked with local jurisdictions (Clackamas County, Washington County, City of Portland and Portland Development Commission), agencies (TriMet), media (Community Newspapers) and community organizations (Neighborhood Partnerships) to reach their constituents and networks through an Opt In survey and to continue to increase the diversity of participation.

In addition, Metro partnered with Community Newspapers to promote and advertise Opt In through a series of stories and editorials in local newspapers. Metro also engaged with Community Newspapers to promote a survey and series of stories on the Climate Smart Communities project specifically.

Metro and local partners conducted eleven surveys over the past year, many of which informed projects related to Metro's MPO planning function:

- July 26-30, 2012: Community Newspapers, neighborhood issues
- Aug. 24 - Sept. 2, 2012: Metro, Oregon Zoo
- Sept. 13 - Nov. 19, 2012: Metro, natural areas
- Sept. 19 - Oct. 15, 2012: Metro, North Portland enhancement grants
- Nov. 16 - Dec. 13, 2012: City of Portland, housing
- Feb. 21 - Mar. 6, 2013: Metro, website
- Feb. 21 - Mar. 9, 2013: Neighborhood Partnerships, Oregon story
- Mar. -Apr. 2013: TriMet, rider perceptions and priorities for service
- Mar. 26 - Apr. 8, 2013: Metro, Climate Smart Scenarios
- Apr. 17 - May 20, 2013: Portland Development Commission, economic development
- May 28 - June 10, 2013: Metro, public engagement

## 6. Regional Transportation Plan (RTP) Amendments

*Initiated: December 2012; completion June 2013*

In January 2013, several local jurisdictions proposed amendments to the 2035 RTP. These amendments represent a series of projects submitted by local partners that must be added to the RTP before they can advance to design or construction. The local sponsors indicated that they could not wait until the next general RTP update in 2014 without affecting design or construction timelines.

Metro's Public Involvement Policy for Transportation Planning requires a 30-day public comment period for amendments to an RTP or MTIP that "involve additions or deletions of projects or a significant change in scope of the project location or function."

Staff determined that the amendments met the definition of major amendments. Additionally, one of the amendments (a change to RTP system maps from the East Metro Connections Plan) triggered state rules requiring a 45-day public comment period. Therefore all the requested amendments to the RTP underwent a 45-day public comment period: February 22, 2013 to April 8, 2013.

Comments made during this period were presented to decision makers for consideration before they took action in May. The public was asked to provide comment on any of the proposed projects using an online survey on the RTP amendments web page, by email, by mail or in person. Comments were also received on analysis of how these changes may affect regional air quality.

Metro's approach to publicize the comment period included:

- Email notices to the Transportation Policy Advisory Committee (TPAC), Metro Policy Advisory Committee (MPAC) and Joint Policy Advisory Committee on Transportation (JPACT) as well as several interested parties and environmental justice lists announcing the start of the public comment period and a follow-up reminder email midway through the comment period.
- Posts on the Metro News web site, the agency's main news blog, which reaches hundreds of news media and community members each day. The exact number of recipients varies depending on their own subscription settings.
- Advertisements were placed in five local newspapers, *The Oregonian*, *The Hillsboro Argus*, *The Beaverton Valley Times*, *The Gresham Outlook* and *The Portland Observer* advertising the public comment period. For environmental justice outreach purposes, advertisements in the latter three papers were provided in English and Spanish. The advertisements directed the public to a web page that provided detailed information on the requested amendments.
- Web content with all proposed project and comment information, with a link from the Metro web home page and the main Regional Transportation Plan web page.
- Staff presentations to TPAC, JPACT, MPAC, Metro Technical Advisory Committee (MTAC) and the Metro Council.

Metro received 11 responses through the online survey and six comments were received through email.

Read a story from Metro news that describes the projects and the opportunity for public comment on the proposed amendments:

<http://news.oregonmetro.gov/1/post.cfm/what-do-you-think-about-proposed-transportation-plan-amendments>

Read a story from Metro news about the approval of the proposed amendments:

<http://news.oregonmetro.gov/1/post.cfm/active-transportation-road-widening-proposals-get-unanimous-ok-at-metro-council>

## **7. East Metro Connections Plan**

*Initiation date: March 2010; Local and regional adoption completed August 2012*

This reporting period covers the local approval and adoption by resolution of the East Metro Connections Plan in August 2012. Engagement opportunities during the earlier phases of the project (described in Metro's 2011 and 2012 Title VI Compliance Report) targeted low-income and minority populations offering timely and accessible opportunities to participate. In July and August 2012, the public was invited to comment during the local and regional council actions approving the plan. Notice of these public comment opportunities was shared broadly through the following mechanisms.

- Email updates to interested parties, which included minority populations engaged during earlier phases of the project
- Updated information on the project's web page
- Publication on Metro and local jurisdictions online calendars
- News coverage in local media and on Metro's newsfeed

The plan was the first mobility corridor refinement plan to come out of the 2035 Regional Transportation Plan that incorporated Metro's mobility corridor strategy designed to better integrate land use, community and economic development, environmental and transportation goals. Project partners included the cities of Fairview, Gresham, Troutdale and Wood Village, Multnomah County, ODOT and Metro. Additional participating entities include the city of Damascus, Clackamas County, the Port of Portland and TriMet.

## **8. Southwest Corridor Plan**

*The plan was initiated Sept. 28, 2011. From September 2011 through February 2012, project partners focused on identifying the policy framework, existing conditions, opportunities, challenges, goals, objectives and evaluation framework. From February through August 2012, project partners developed the wide range of potential projects and the screening process for that wide range. From August to December 2012, project partners worked on setting the framework for a shared investment strategy and prioritizing potential projects. From January to July 2013, project partners obtained public input to inform the decision by the Southwest Corridor Plan Steering Committee regarding the land use and transportation projects to continue studying in the next phase.*

In the MPO's long range transportation plan (2035 RTP), priority was given to the Southwest Corridor as the next corridor the region would study for a high capacity transit solution to address traffic congestion and demand for more public transit service. The plan focuses on the corridor connecting Sherwood and Portland, Oregon. The plan integrates local land use plans to identify actions and investments that support livable communities; a transportation plan to examine potential roadway, bike and pedestrian improvements as well as a transit alternatives analysis; and strategies for

improving the built environment such as economic development, housing choices, parks, natural areas, trails and health.

The plan area has concentrations of poverty, ethnicity, limited English proficiency and seniors that are higher than the regional average. High concentrations of each and combinations of these populations occur throughout the corridor. The public involvement activities conducted during this reporting period were designed to reach out to these populations and encourage their active participation in the project.

During this reporting period, Metro and project partners finalized the existing conditions report, an executive summary and technical reports that outlined the unique characteristics of the plan area, and identified challenges and opportunities in economic development, housing choices, natural areas, trails, and health. From June 22 through July 31, 2012, project partners hosted an online, virtual open house. Participants viewed video feeds that explained the purpose and process of the overall plan. Participants were then directed to a related questionnaire to obtain their input on how to narrow the list of projects and move forward those that reflected the values of the study area communities. The questionnaire received 543 responses.

From November 14, 2012 to January 1, 2013, project partners hosted the online interactive Shape Southwest game and associated questionnaire. A paper version of the questionnaire was distributed in English, Spanish and Vietnamese to libraries and organizations serving environmental justice communities to engage residents without computer access. Community planning forums were convened on October 9 and December 3, 2012. Staff also hosted booths at community events, and briefed community groups, specifically to engage the environmental justice communities. Public engagement at this stage of the project focused on discussions of the benefits and tradeoffs of different types of investments, beginning with the premise that we cannot afford everything. During the public comment period, 2,098 people visited the project website, 695 electronic submissions to Shape Southwest were made, 471 electronic questionnaires were submitted, and 20 paper-version questionnaires were received, including two Spanish-language questionnaires and no Vietnamese-language questionnaires.

Between January 2 and June 30, 2013 project staff provided briefings to community groups and municipal committees and sponsored events to gather feedback to inform decision-making. Events included an open house with neighborhood associations in Portland, a town hall meeting and an economic summit for the whole corridor (held in Tigard), and two community planning forums (one in Tualatin and the other in Tigard). In addition to the input gathered at these events, two online questionnaires were available (May 23 – June 27) for the public to provide input and make comments: one questionnaire focused on the high capacity transit alternatives and project outcomes and the other on the staff recommendations to the Steering Committee about the shared investment strategy for transit, roadway and active transportation projects, parks and nature projects, and development strategies. A total of 2,669 responses to the two questionnaires were received.

During this stage of the project, staff conducted a number of specific activities designed to engage and obtain input from environmental justice communities:

- staff contacted 16 local community-based organizations serving environmental justice communities in the project study area to brief them about the project and ask questions similar to those in the online questionnaires
- staff met in person with representatives from six (6) community-based organizations while five (5) other organizations provided input via email or telephone

The input received from the community-based organizations serving environmental justice populations mirrored, for the most part, the input collected in the two online questionnaires. In both respondents expressed strong support for high capacity transit and other proposed land use projects in the study area. The most salient differences between these organizations' and the online respondents to the questionnaire's input were:

- organizations serving environmental justice populations preferred bus rapid transit over light rail
- for these organizations, the most important project outcomes were: equity, healthy communities, prosperity and access and mobility, as opposed to the most important outcomes identified in the responses to the questionnaires (that came primarily from white people): better transit, access and mobility and feasibility

The environmental justice outreach activities for this project phase were summarized in Appendix E of the July 2013 Public involvement report, which is available at:

<http://www.oregonmetro.gov/index.cfm/go/by.web/id=38352>

## **9. Powell-Division Transit Project**

*Pre-initiation activities began fall 2012; anticipated initiation in fall 2013; expected completion in 2015*

The Powell-Division Transit Project will study various transit modes' ability to meet the needs of current and new transit riders while contributing to the vision for the study areas identified in recent community plans. Key objectives include the development of a transit solution that effectively serves high demand in the near term and identifies strategic related land use and transportation investments to serve neighborhoods and stimulate community and economic development along the transit line. Public engagement will occur in all phases.

The project's study area includes portions of the cities of Gresham and Portland. Discussions with residents and community organizations along with early analysis of demographic data confirm the study area is home to minority populations greater than the regional average. The area's rich diversity is celebrated in many recent community planning efforts and the Powell-Division Transit Project will strive to create an accessible process and a community-supported outcome.

Full public engagement will begin fall 2013 with project initiation (and will be described in the 2014 Title VI Compliance Report). Pre-initiation activities occurring during this reporting period focused on advancing project staff's understanding of the minority communities in the study area and included the following activities.

- Attendance at a workshop on civic participation of immigrant and refugee communities hosted by the Immigrant and Refugee Community Organization (IRCO).
- Participation in an equity roundtable on public engagement.
- Attendance at an environmental justice webinar hosted by the Federal Transit Administration.

- Attendance at a community summit and two legislative town halls focused on equity issues in east Portland.
- Face-to-face meetings with more than 15 organizations providing services to minority populations.

Project partners include the cities of Portland and Gresham, Multnomah County, TriMet, ODOT and Metro.

## **PUBLIC OUTREACH ACTIVITIES FOR ADVISORY COMMITTEES**

Metro has for many years used a variety of strategies to include minority and low income populations in decision making and in public involvement efforts. In recent years, the agency's Diversity Action Plan has called for more attention to representation of minorities on advisory committees. In addition, the revision to FTA's Title VI Circular proposed on Sept. 29, 2011 includes the statement that:

Recipients that have transit-related, non-elected planning boards, advisory councils or committees, or similar decision-making bodies must provide a table depicting the racial breakdown of the membership of those bodies, and a description of efforts made to encourage the participation of minorities on such decision-making bodies. The membership of these boards, councils, and committees should be representative of the demographics of the communities they serve. The membership of these boards, councils, and committees should be representative of the demographics of the communities they serve.

Metro typically asks people who are attending public outreach events where the agency is asking for input on a policy or plan to anonymously disclose their race and zip code of residence on a Title VI form. This voluntary form is provided in addition to a standard sign in sheet that asks for personally identifiable information such as name and contact information. Typically, not everyone who attends such events signs the sign-in sheet and the Title VI form.

To date, Metro has not asked members of its advisory committees to fill out the Title VI form but is asking new applications to provide this information as part of their application process.

Metro Council's adoption of an agency Diversity Action Plan in November 2012 has led to formation of teams to implement different aspects of the work, including the goals related to public engagement. The DAP public engagement team has met three times and is formulating priorities for implementation of tasks, including one on increasing diversity of advisory committee membership. As a first step in this process, an inventory of advisory committees, their number of community representatives and other information related to appointment procedures is being created. This will enable a conversation about expanding diversity and likely coincide with collection of Title VI information from existing committee members.

While Metro does not influence the appointments by local jurisdictions that decide which planning staff member or elected official will represent the jurisdiction on a Metro committee, Metro continues to make deliberate, early efforts to invite minority members to apply for positions on advisory committees.

In fall 2012, Metro recruited to fill five community member positions on TPAC, the MPO technical advisory committee that advises the MPO policy committee (JPACT). Three positions are for a two-

year term and two one-year terms were appointed to fill member vacancies. All appointments would have the potential to fill a second term. Typically, Metro recruits for three of the six total community member positions each fall.

In a news blog post on Metro's web site, the agency described the committee and the application process, and specifically described seeking people who could represent the following priorities:

- The transportation needs of low income and minority communities, commonly referred to as environmental justice concerns;
- Economic development, the economy, small business or freight movement;
- The needs of underserved communities such as the elderly and disabled and youth;
- Health, air quality, and climate change connections to transportation.

Read a story from Metro news, the agency's main news blog, about the opportunity to serve on TPAC:

<http://news.oregonmetro.gov/1/post.cfm/metro-seeks-applicants-for-four-community-member-seats-on-influential-transportation-committee>

Metro's Title VI designee, who also takes part in recruitment for TPAC community members, notified some community groups in advance of the imminent recruitment opportunity. When the news post was available announcing the recruitment, the designee emailed the announcement to a list of individual advocates (i.e. bike, ADA) as well as local agencies and community organizations who have previously expressed interest in environmental justice and transportation issues, such as: Ride Connection (transportation for seniors and people with disabilities), Healthy Eating Active Living, Latino Network, PSU, Oregon Public Health Institute, Groundwork Portland, Coalition for a Livable Future, Community Housing Fund, OPAL/Environmental Justice Oregon, Portland Bike Advisory Committee, Latino Network, Familias en Accion, Verde, Urban League of Portland, AARP Oregon, Centro Cultural, and ROSE Community Development.

The fall 2012 recruitment resulted in 29 applications, including seven from minority community members (five more than last reporting period). Two of the seven minority candidates were selected for and completed the interview process.

Staff recommended and the Metro Council appointed five members, including one Hispanic male who has a background in neighborhood involvement related to transportation as well as some regional and professional experience. The four other appointments brought expertise in economic development, representation of a low income part of the region (Eastern Multnomah County) and gender diversity.

Retention of minority community members on the committee has been a challenge. A Latina member appointed in fall 2010 resigned in 2011 and an African-American woman appointed in fall 2011 resigned in spring 2012, both citing personal reasons. A Latino who was appointed in fall 2010 resigned in August 2012, in part because a new job would limit his ability to attend weekday committee meetings.

Fifteen of the committee's 21 members are employees of city, county and transportation agency planning departments who are paid to attend the meetings. In the past, Metro appointed

transportation industry consultants and employees of nonprofit advocacy organizations to the community positions, but since 2010 the agency has sought to appoint more diverse members.

## **SUMMARY OF CONTRACTS AWARDED**

### **1. Outreach to MWESB firms**

As part of all Metro solicitations, efforts are made to provide opportunities to minority, women and emerging small businesses (MWESB). Equal opportunity to participate in the contracting process is provided by:

- Requiring one MBE, one WBE, and one ESB to be contacted on the procurement of all goods and services up to \$50,000.
- Requiring quotations be solicited only from MBE, WBE and ESB construction firms for all construction related projects up to \$50,000.
- For all formal procurements over \$100,000 Metro advertises in at least one minority publication.
- For all construction projects over \$100,000 Metro requires all prime bidders to document a good faith effort in providing sub-bid opportunities for MWESB contractors.
- Metro is active in numerous committees, boards, and professional organizations that include MWESB firms, and continually shares information about current and future contract opportunities.

### **2. Transportation-related contracts**

Metro did not use federal planning grants received from ODOT or Surface Transportation Program funds for any contracts during the reporting period.

Among other contracts during the period, Metro awarded 321 contracts with a total value of \$41,805,618.65. Measured in dollar value, 14 percent of the contracts were awarded to MWESBs. Measured in number of contracts awarded, 32 percent were awarded to MWESBs.

While Metro's MWESB program does not include mandatory goals or set-asides, the agency's aspirational goals are generally between 12 percent and 15 percent of annual contract dollars, depending on how many capital/construction projects are budgeted.

## **TITLE VI RELATED TRAININGS**

Metro encourages staff to seek training to improve the agency's expertise in outreach to low income, minority, LEP and other underserved communities. Because of its role as an MPO, the agency often attracts guest speakers on planning topics that sometimes include environmental justice, equity or civil rights as part of their presentations.

Training sessions attended during the reporting period included:

- August 2012: Metro's annual meeting with all managers on August 2 was devoted to helping improve manager understanding of diversity. Specifically, it was the third in a series of awareness and skill-based sessions on diversity that emphasized that we all have dimensions that make us different – race, age, political affiliation, belief systems, etc. Based on requests for training and desire for tools to deal with sensitive situations, part of ongoing conversations, the sessions offered tools known as “Ouch” training that was described through a video and discussed in small groups. Discussion included talk about how to engage workgroups that report to each manager and offered reminder cards with tips on how to apply the training. As a follow-up, 25 trainings were held with workgroups and new employee orientation sessions since January 2013. The sessions have included as few as 6 people and as many as 120.
- Feb. 2013: Metro conducted an internal staff training for twenty-three frontline Metro employees, a Metro security contractor who often staffs Metro’s front desk, communication, public involvement and Metro Council support staff on how to provide meaningful language assistance to customers who don’t speak English well on Feb. 13, 2013. Frontline staff have the most frequent contact with the public and potentially with LEP customers, and so were identified as having an important role in providing language assistance. Metro updated training materials and compliance documents and posted to internal online system for easy access.
- June 2013: Julie Hoffman, Procurement Analyst, attended a DBE training presented by NTI in Salt Lake City, UT on June 3-6, 2013 to better understand calculations and best practices related to DBE contracts.
- June 2013: Seven Metro employees from communication, planning and finance attended a Title VI training jointly sponsored by ODOT and FHWA on June 18 at the ODOT Region 1 office in Portland or by webinar. One of those employees attended a session on DBE contracting the following day and shared that information with others upon his return.
- June 2013: Metro elected officials and numerous staff as well as staff from many other jurisdictions and agencies were present at a regularly scheduled meeting of the Metro Policy Advisory Committee (focused on land use planning) when staff from TriMet presented a "Title VI and Transit Equity Overview" and provided information about Fare Assistance and Relief Programs. A robust discussion resulted from the presentation and many contacts were made among officials and staff for follow-up on specific items of interest.
- Various dates: Through two internal emails networks that have been established to regularly share information about Title VI, limited English proficiency, environmental justice, equity and diversity, many Metro employees (and elected officials) have participated in events hosted by area organizations. One example was a celebration of Hispanic Heritage Month that included a group of organizations hosting a mid-day event on October 9, 2012 with Dr. Manuel Pastor, co-author of the book [Uncommon Common Ground Race and America's Future](#), who spoke about Latino Health: Social Determinants of Health and the Demographic Shift.

### **Title VI related complaints**

Metro received no Title VI related complaints during this reporting period.