



POWELL-DIVISION TRANSIT AND DEVELOPMENT PROJECT
PUBLIC ENGAGEMENT REPORT

SEPTEMBER 26, 2016

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¿Le gustaría recibir información acerca de este proyecto?

Хотите получать информацию об этом проекте?

您是否希望收到關於本工程項目的資訊？

Quyù vò coù muoán nhaän thoâng tin veà döi àn naøy hay khôâng?

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ENGAGEMENT SUMMARY FOR SEPTEMBER 26, 2016 STEERING COMMITTEE MEETING

Purpose

The primary focus of public engagement efforts in June-September 2016 focused on assessing the level support from bus riders and inner Division residents, business owners and visitors for changes that would come with bus rapid transit along inner SE Division Street, compared with current service on the Line 4-Division.

Input opportunities

Engagement activities are outlined in more detail on page 8, and a summary of findings from those input opportunities begins on page 6. Input opportunities during this period of engagement included:

- an online survey open from July 21 to September 9, 2016
- intercept surveys at businesses, bus stops
- in-person surveys at the Division/Clinton Street Fair in July, Jade Night Markets in late August and Division-Midway Festival of Nations in September
- stakeholder interviews in early July
- neighborhood and business association briefings throughout the period
- an open house on August 15 in inner Division

Highlights of findings | Inner Division

The following provides major themes and areas of agreement or concern related to BRT on inner Division. A more detailed description of what we heard begins on page 6. Raw data from the survey is available in an online appendix.

- Nearly all survey respondents preferred the suggested BRT improvements over the existing Line 4-Division.
- Most say they prefer to have stops farther apart if it means a faster trip, but many also express concern that fewer stations creates a hardship for people with mobility issues.
- Sixty-four percent of respondents say the proposed station locations work Very Well or Well; some commented that eight to ten blocks between stations seems too far.
- Some are skeptical a longer bus will fit on Division or that it may worsen traffic congestion; many are supportive that most of the existing inner Division streetscape will be maintained.
- More people prefer the existing Line 4 routing across the Willamette River over re-routing to South Waterfront before continuing to Downtown Portland.
- Some express frustration about the choices being offered, primarily that Powell Boulevard is no longer being considered.

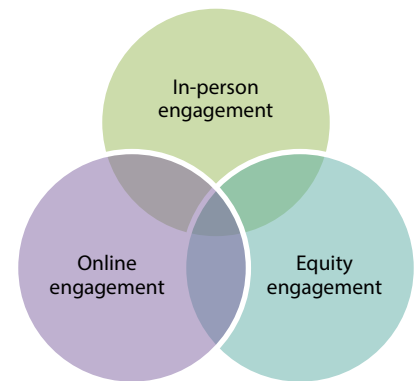
ENGAGEMENT APPROACH

A successful outcome is dependent upon engaging people who live or use services in the area in the development of the community-supported vision for new transit. The Powell-Division Transit and Development Project is a partnership of Metro, TriMet, the cities of Portland and Gresham, Multnomah County and the Oregon Department of Transportation.

Principles and methods

Engagement consisted of in-person opportunities, online and mobile opportunities and targeted outreach to communities of color and low income populations. The following principles guide engagement strategies, activities and materials.

- *Use a person-first lens:* Relate to people the way they relate to the world, not through a project lens.
- *Make it easy for people to participate:* Meet people where they are and capitalize on opportunities for coordinated engagement.
- *Be clear:* Be clear about decisions, how input is a part of decision-making, who is making the decisions and when/what to expect as a result.



Goals

The project team will strive to meet the following engagement goals. People were invited to comment on these goals via survey through the Powell-Division website beginning in March 2013. Their comments shaped strategies, activities and evaluation metrics, see page 30.

- Goal 1: Communicate complete, accurate, understandable and timely information
- Goal 2: Gather input by providing meaningful opportunities to participate
- Goal 3: Provide timely public notice of opportunities to participate
- Goal 4: Facilitate the involvement of low income populations, communities of color and people with limited English proficiency



ENGAGEMENT FINDINGS | INNER DIVISION

A strong majority of survey respondents like potential BRT changes in comparison to the existing Line 4-Division service. Many regular riders say they love and rely on the Line 4. The high frequencies allow them to ride without relying on a schedule. They recognize existing problems, including buses that are overcrowded, too full to pick up passengers or that bunch and get off schedule. Riders view the changes as practical improvements, although they express an interest in additional high capacity transit in the corridor, such as MAX on Powell Blvd. Preferred changes include:

- Faster boarding 81%
- Traffic signal upgrades 89%
- Fewer stations 60%
- Quicker trip 80%
- Cars spend less time waiting behind buses 73%
- Better station amenities 80%
- Maintain street character on Division 72%

This is a step in the right direction, according to most. Some would like to see these changes happen sooner and on other parts of TriMet's system. Others like the changes but don't think they go far enough. They would like to see more priority transit treatments that quicken the trip beyond the 15-20% proposed. Some suggest removing parking to create transit lanes, while others would like to see driving and biking reduced or eliminated on Division.

Most say they prefer to have stops farther apart if it means a faster trip, but some also express concern that fewer stations will create a hardship for people with mobility issues. Many respondents expressed a preference for greater stop spacing for faster travel and also reduced time cars would spend behind buses stopped at stations. Older adults, people with physical limitations and those who travel with children or heavy packages say the additional distance would be a barrier to using transit. Some point out the importance of keeping stations near important locations, such as Cascadia Behavioral Healthcare, OHSU walk-in clinic and schools near Division. Some feel the time gained by the quicker bus trip would be lost with the additional time getting to a station, or that stations too far apart would discourage riders when the weather is poor.

A majority say proposed station locations meet their needs Very Well or Well. Open-ended comments reflect that eight to ten block spacing between stations seems too far to some. The most frequently suggested location to add a station was near SE 30th Avenue.

Many are supportive that the existing streetscape on Division will be maintained. Some are skeptical a longer bus will fit on Division or that it may worsen traffic congestion.

The recent growth in businesses and housing has made the street more active for all modes — cars, bikes, pedestrians. Many are pleased that no major changes would be made; others doubt improvements can be made in the constrained environment. The current Division streetscape has eliminated places where the bus would previously pull out of traffic. Some desire bus pullouts to avoid delay and/or dangerous maneuvers when people drive around the longer bus in the oncoming traffic lane.

More respondents prefer the existing Line 4 routing across the Willamette River on the Hawthorne Bridge over re-routing via the Tilikum Bridge to South Waterfront before continuing to Downtown Portland. Some say they will stop riding the line if it changes its route. Others say it depends on the time added to the route. Those whose destination is South Waterfront or Portland State University strongly prefer the re-routing.

Some express frustration about the choices being offered, primarily that Powell Boulevard is no longer being considered. They feel that Powell Boulevard is more suited to bus rapid transit treatments than Division Street. Others would like to see a MAX line built on Powell. Some people were offended by the survey choices because they did not want to indicate a preference between the proposed changes on inner Division and keeping the Line 4 as it is today.



ENGAGEMENT ACTIVITIES

In-person engagement

Numerous in-person opportunities for people to learn about the project and provide input took place during the summer. These included the following:

- Online survey open from July 21 to September 9, 2016
- Briefings at neighborhood and business associations
- Participation at community events, including the Division/Clinton Street Fair, Jade Night Market and Division Midway Festival of Nations
- Interviews with neighborhood and business stakeholders; a summary appears in the appendix
- Door-to-door business canvassing between 7th-61st avenues reached 91 businesses
- Project sponsored open house; a summary and raw comments appear in the appendix
- Signs advertising the survey were hung at all bus stop poles on the Line 4-Division route between the Hawthorne Bridge and SE 79th Avenue

Project staff participated in the following meetings or events to share information about the project and solicit input from participants.

June 20 - TriMet's Committee on Accessible Transportation

July 15 - Inner Division open house

July 18 - Southeast Uplift Neighborhood Coalition

July 19 - Hosford-Abernethy neighborhood association

July 20 - Mt Tabor neighborhood association

July 23 - Division/Clinton Street Fair

July 21 - South Tabor neighborhood association

July 25 - Richmond neighborhood association

July 27 - Central Eastside Industrial Council

August 15 - Inner Division open house

August 20 - Jade Night Market

August 27 - Jade Night Market

September 8 - Portland Business Alliance

September 8 - Gresham Transportation Subcommittee

September 12 - East Multnomah County Transportation Committee

September 13 - Gresham Coalition of Neighborhood Associations

September 17 - Division Midway Festival of Nations

September 20 - Division Clinton Business Association

September 21 - TriMet's Committee on Accessible Transportation

Online engagement

An online survey focused on inner Division stakeholders and bus riders was open from July 21 to September 9, 2016. 4,057 people participated. A summary of the findings appears in the next section and raw comments appear in the appendix.

The inner Division transit survey asked people to compare today's service on the Line 4-Division with potential changes intended to create a quicker and more reliable trip. It also asked people to consider proposed station locations. The survey replicated several questions included in a winter 2016 station locations survey, but was primarily intended for people who take the Line 4-Division bus and/or live, work or spend time on inner SE Division Street (between the Willamette River and SE 82nd Avenue). People were notified of the survey through emails from Metro, TriMet, neighborhood and business associations and other organizations. Signs alerting people to the survey were posted at every bus pole along the Line 4's route from the Willamette River to 82nd Ave

Other online methods for reaching people throughout the summer included the following.

- Metro News stories featuring online frequently asked questions, 5 things to know about inner Division story and a voices of inner Division story
- Emails to people signed up to receive Powell-Division updates
- Emails to people signed up to receive TriMet Line 4 service alerts, Future of Transit: Southeast emails, and TriMet Riders Club members in the following zip codes: 97030, 97080, 97202, 97206, 97214, 97215, 97216, 97233, 97236, 97266
- Facebook ads targeting users aged 18 to 65 within zip codes 97030, 97080, 97214, 97215, 97216, 97233, 97236, 97266, 97206, 97202
- Email to Franklin High School parents from the school's principal

Equity engagement

Broad and inclusive engagement is essential to developing a community-supported transit solution. Metro and project partners work with residents and community organizations that serve communities of color, low income populations, youth, people with disabilities and people who do not speak English well to provide early, regular and meaningful opportunities to influence decision-making and engagement efforts. The following list includes equity engagement that took place during summer 2016.

- Multilingual surveyors conducted intercept surveys at bus stops and in busy places
- A youth team conducted surveys
- Participation on the Jade Midway Creative Placemaking Steering Committee
- Regular check-ins with the Jade District and the Asian Pacific American Network of Oregon

- Presentation to TriMet's Committee on Accessible Transportation
- Spanish and American Sign Language interpretation provided at open house
- Multilingual materials at the Jade Night Market and the Division Midway Festival of Nations

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. For more information on Metro's civil rights program, or to obtain a Title VI complaint form, visit www.oregonmetro.gov/civilrights or call 503-797-1536.

Environmental justice principles considered in transportation planning and project development include:

- To avoid, minimize or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income persons
- To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process
- To prevent the denial of, reduction in or significant delay in the receipt of benefits by minority and low-income persons.

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