

# JANUARY 2017 SURVEY RESULTS

# Powell-Division Transit and Development Project Outreach

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Communities along the Powell-Division corridor are home to a rich diversity of racial and ethnic groups who live, work, raise families and own businesses there, and also many bus riders that rely on local bus service. Project staff engaged community-based organizations and trusted community leaders to shape an outreach and public input plan that acknowledged a past history of underrepresentation and the value that community perspectives add to shaping future changes.

At the close of a three-year outreach process in January 2017 Metro conducted an online survey to get feedback on our public outreach approach. The survey generated 198 responses and asked questions on a range of topics including the usefulness of our email and web outreach, feedback on public meetings, availability of staff and decision makers and feedback on specific outreach tools such as bus stop surveys and Metro News stories. We also asked for input on how we can continue to improve how we include communities of color and people who speak limited English in future Metro projects. All results from the survey are available in an appendix posted in the online library at [www.oregonmetro.gov/powelldivision](http://www.oregonmetro.gov/powelldivision).

### Engagement activities

- More than 175 outreach events
- Business canvassing
- Equity work group meetings
- Neighborhood and community forums, open houses, focus groups
- Student and youth engagement
- Input sessions with people with disabilities
- Libraries, farmers markets, community events, school events
- Direct mailings
- Multiple surveys at bus stops and online—almost 10,000 combined survey responses
- Multi-lingual and culturally-specific discussion groups

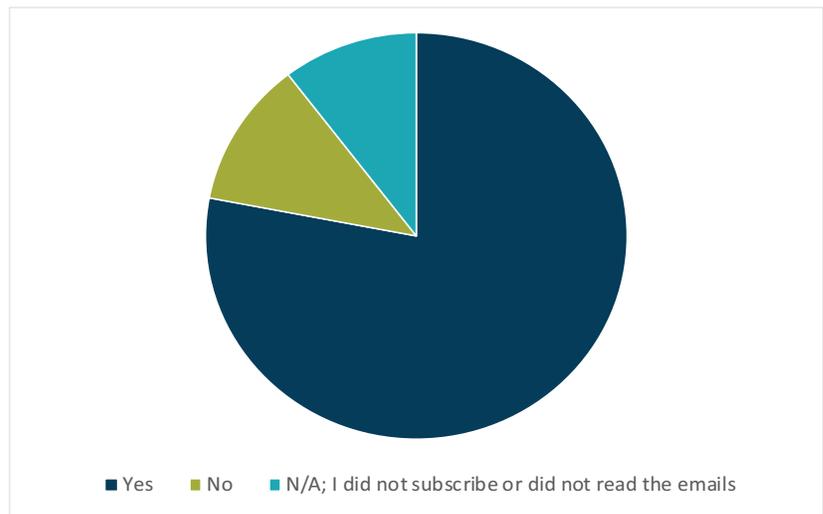
### Key findings:

- More than 78 percent felt that there were enough opportunities to provide feedback on the project.
- More than 60 percent of those who did attend said that the information at these meetings was relevant and that staff answered their questions. 60 percent said they did not attend a public meeting, but more than 33 percent said they attended up to five meetings.
- Of those who attended steering committee meetings, more than 61 percent felt the information was relevant and more than 56 percent felt that they provided opportunities to interact with decision makers.
- More than 64 percent visited the project website a few times, and more than 22 percent visited the website on a monthly basis.
- Nearly 83 percent found the website information to be useful.
- Only 17 percent did not feel that Metro staff were accessible or responsive to questions and comments they had about the project.
- Nearly 84 percent found online surveys to be an easy way for for them to share feedback.
- Some respondents expressed frustration that the project invited a lot of public comment but they felt did not use the input in decision making.
- Others expressed their perception that the government partners and TriMet already knew what they wanted and public feedback didn't matter.

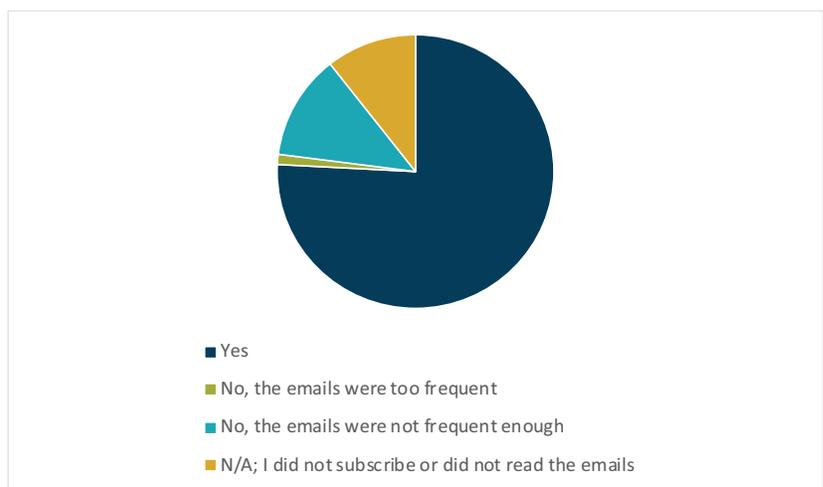
# Email Updates

Periodically we sent an email to our project listserv that had more than 4,000 subscribers. Emails provided project updates, notices of upcoming meetings and invitations to provide input on project decisions.

Did the email updates give you the information you needed? (173 respondents)



Did we send the right number of email updates? (170 respondents)



## Comments on email updates

While most respondents were satisfied with email updates, some offered criticisms or suggestions (full set of comments available online):

“Provided meeting information but needed materials early enough to process with community.”

“They were lacking on actual information regarding specific decisions being made.”

“The information was slanted and not objective.”

“Granted, I’m a policy wonk, but I’d love longer/more detailed project updates.”

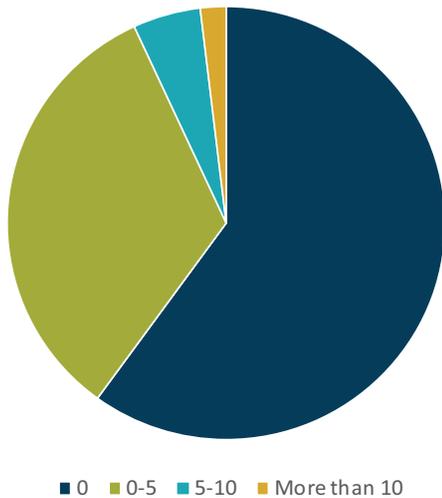
“Not enough project details. They were typically too broad.”

“Timeliness more than quantity”

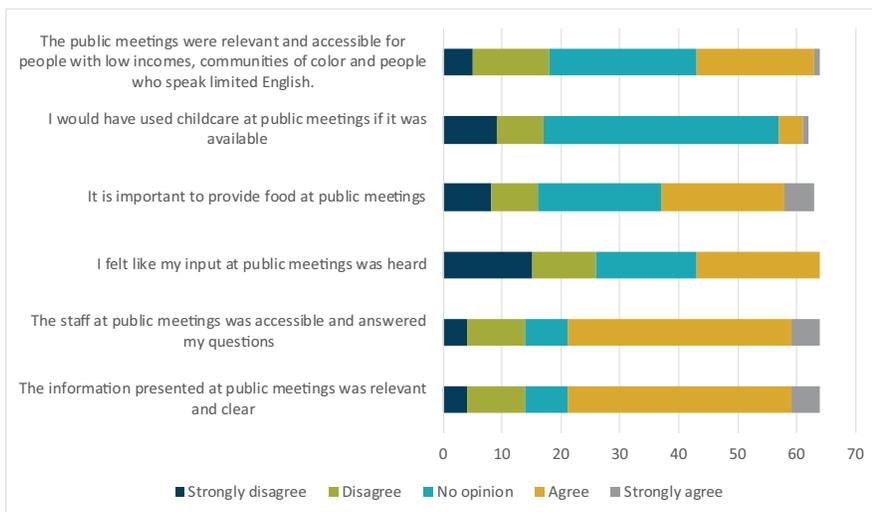
# Public Meetings

We held more than 140 public meetings during the course of three years. The meetings were mostly held on weekends or during the evening. All meeting spaces were ADA accessible and translation was available upon request.

How many public meetings did you attend?  
(160 respondents)



Do you disagree or agree with the following statements about public meetings? (responses from those who attended at least one meeting; 64 respondents)



## Comments about the public meetings:

Many respondents felt meetings were relevant and staff was accessible. Others disagreed, or had concerns about time and location of meetings (full set of comments available online):

“The meetings were relevant, and some of the locations were good, but the meeting times made it hard to attend.”

“I usually can’t make meetings that don’t provide childcare.”

“The information presented was misleading, and seemed to be intentionally so.”

“Meetings held during the workday are challenging for many community members to attend.”

# Steering Committee Meetings

Steering committee meetings provided an opportunity for the public to observe decision makers discuss the project and an opportunity for people to share their input with decision makers. There were 12 meetings over three years, held on Mondays from 4:00 pm to 6:00 pm in the community and food was offered.

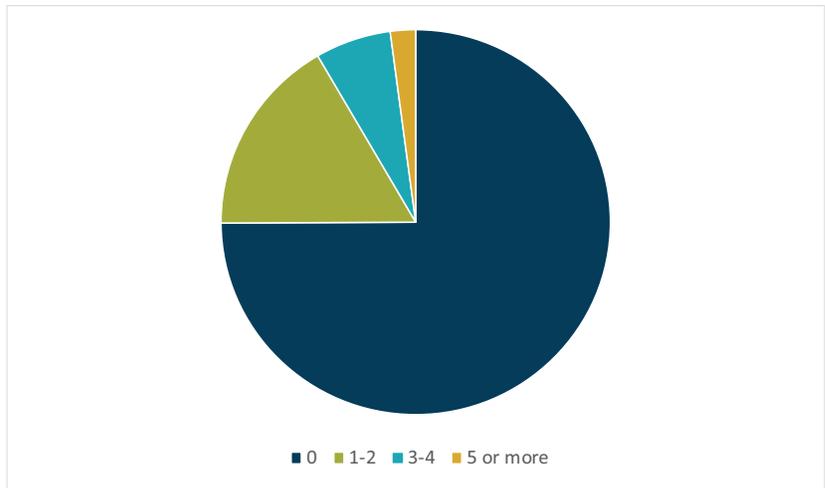
## Comments on steering committee meetings:

Many respondents felt that steering committee meetings were opportunities to learn more and interact with decision makers. Others shared feedback about the technical jargon and perceived lack of transparency about decision making (full set of comments available online):

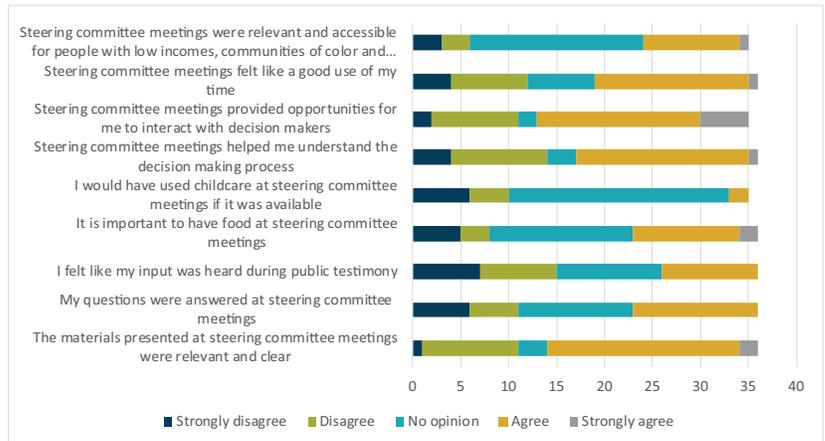
“Many discussions tended to be grounded in technical jargon and bureaucratic acronyms.”

“It’s frustrating to present at steering committee meetings when staff have already determined the possible options for the project.”

## How many steering committee meetings did you attend? (144 respondents)



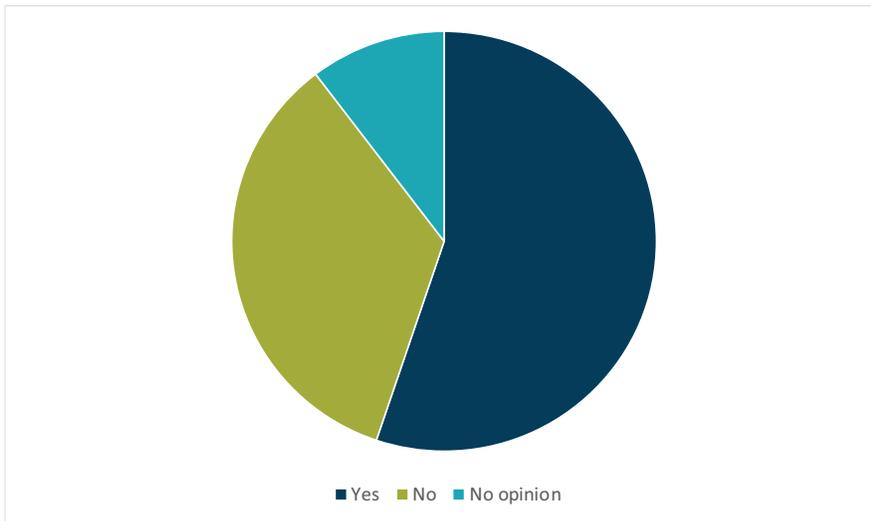
## Do you agree or disagree with the following statements about steering committee meetings? (responses from those who attended at least one meeting: 36 respondents)



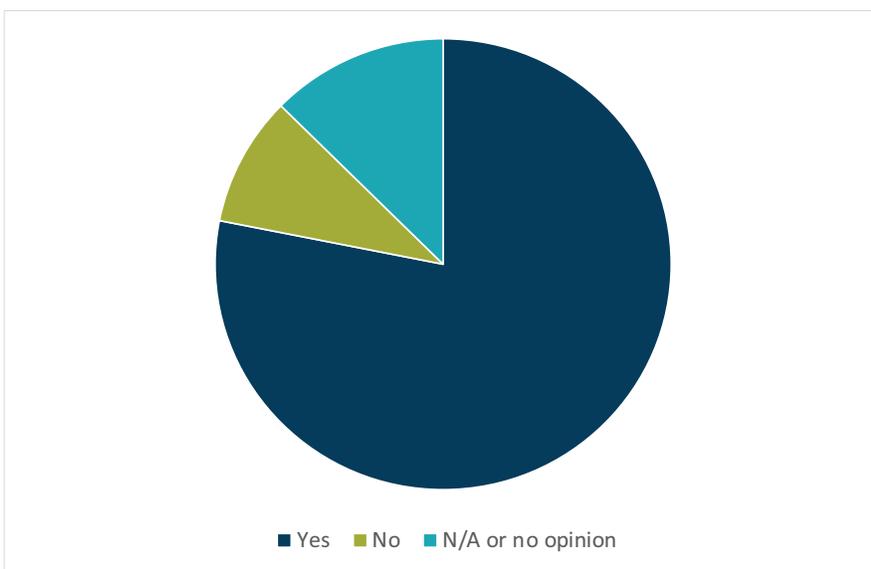
# Access to Decision Making

Staff published public engagement summaries that were shared with decision makers and the public prior to every steering committee meeting and after major outreach periods. The public was also invited to testify at steering committee meetings.

Do you think decision makers had enough opportunities to hear public feedback? (responses from those who attended at least one meeting: 58 respondents)



Did you have enough notice of opportunities to participate and provide your feedback? (183 respondents)



## Comments on providing public feedback:

A majority of respondents thought there were enough opportunities to provide public feedback, and also acknowledged some perceived challenges to integrating public feedback into the process (full set of comments available online):

“The time limit on public testimony meant that there was no opportunity to address subtle and complex issues.”

“Kudos on outreach efforts, not sure if the most up to date info was always put out though.”

“There will always be those who aren’t able, but need to, attend these vital gatherings.”

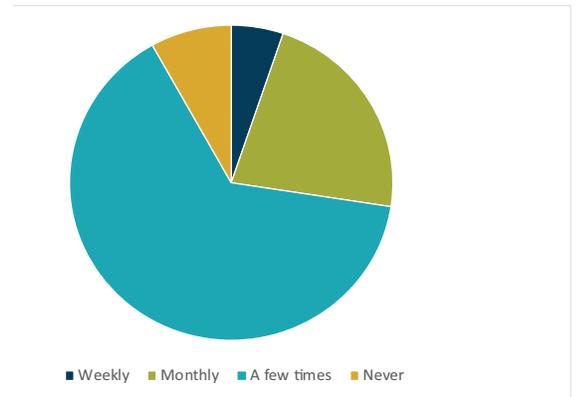
“Hearing public feedback is not the end all and be all of complex transit decision making.”

“While there have been numerous opportunities to provide feedback, I don’t feel public feedback has been seriously considered or impacted the final design.”

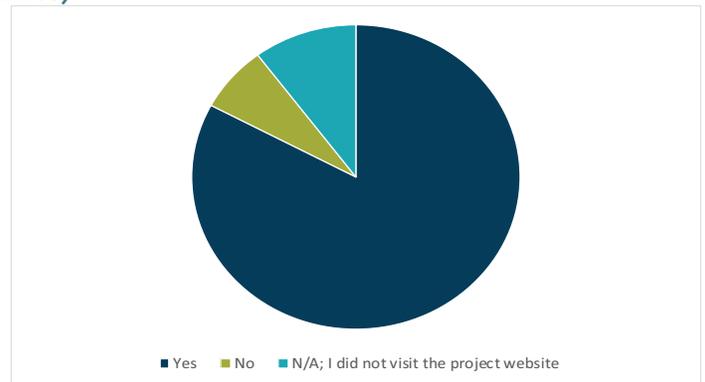
# Website

The project website included overviews and ongoing materials, meeting times and locations, and Metro news stories about the project and the corridor.

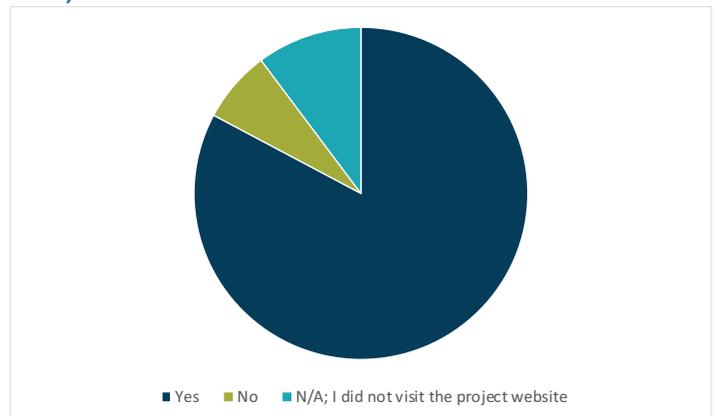
How often did you visit the project website?  
(135 respondents)



Was the information on the project website useful?  
(128 respondents)



Was the project website easy to navigate?  
(128 respondents)



## Comments on the website

A majority, but not all, of respondents thought the website was useful and easy to navigate (full set of comments available online):

"It failed to make available the underlying technical and consultant reports and memos. Instead it was mostly summary information prepared by PR folks."

"It was mostly useful. The specifics of the project, i.e., traffic separation islands, crosswalks, specific/exact bus stops to be removed/relocated, and so on, should have been more clearly defined."

"Metro does an excellent job of both collecting information and then presenting it in a few different diverse, and very clear ways. A national example that should be followed elsewhere."

"All meeting packets and meeting handouts should remain readily available on the web site for the duration of the project."

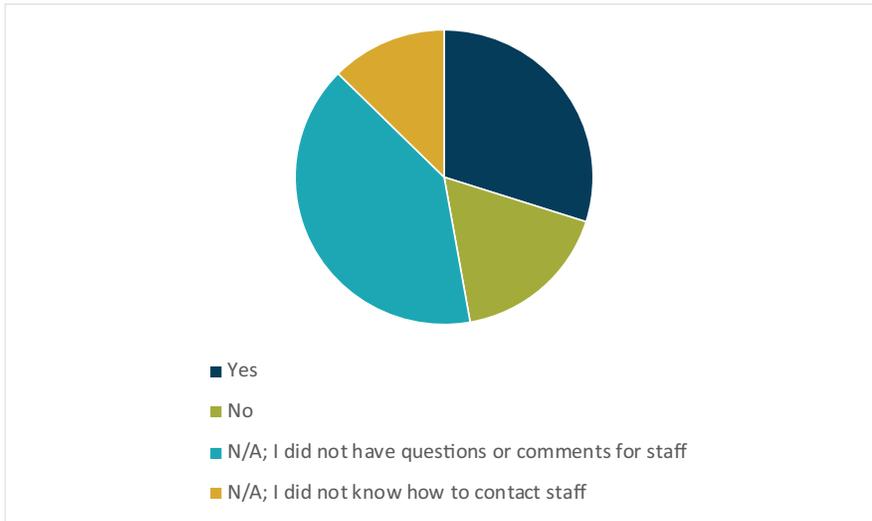
"It was difficult to extract the most meaningful information without opening multiple memos and reports."

"In most areas it was easy to navigate."

# Access to Staff

The role of project staff was to be available at public meetings and by phone and email to answer questions, take comments, discuss concerns and act as a liaison between community members and decision makers.

If you had questions or comments about the project, did you feel that the staff was accessible and responsive?  
(127 respondents)



## Comments on Metro staff accessibility and responsiveness:

"They were nice, but did not provide the information needed."

"I don't feel my expressed concerns were at all acknowledged. Not enough info about bike and bus capacity improvements in plan."

"Accessible? Yes. Responsive? Yes. But the responses were always the same canned reply, which made me feel like my questions and concerns weren't actually being addressed."

"I didn't realize I could contact staff."

# Diversity and Inclusion

*30% of the population in the corridor study area identify as a person of color. Project staff partnered with cultural communities to plan and host multiple outreach and feedback events, including multi-lingual focus groups, workshops and fact sheets; participation at cultural events such as the Jade Night Market, Latino Family Night, Neerchokikoo Powwow and Division Midway Festival of Nations and the convening of a Powell-Division equity workgroup. On average, 12% of people who took our online surveys self-identified as people of color.*

*Project materials were translated into Russian, Vietnamese, Chinese and Spanish. Translation and sign language services were provided to people who requested them.*

*What other ways do you think we could include communities of color and people who speak limited English on future projects? (42 respondents)*

*“Have simultaneous language translation technology & personnel available (even if people do not request in advance) -- and hold events at locations convenient to diverse communities (churches, community centers, public meeting rooms at moderate income housing complexes).”*

*“I admire the outreach, but it would be great if the project team included more diversity itself.”*

*“Make sure you’re including them in all aspects, from initial planning, to outreach, etc. Those efforts sound good to me but I still feel as though there are other ways to reach out to folks who don’t move within mainstream American society. Perhaps churches, reach out to community leaders and get their support, gain the trust of those communities.”*

*“It’s more a case of building trust. You’ll get more engagement from any group when they know you will actually listen to them and address their needs. From what I’ve seen so far (like at the Neerchokikoo Powwow), it came across as more of a presentation as to what you are going to do, and not as a request for what would work best for us. If you’ve already made up your mind, why would we waste our time getting engaged and providing input?”*

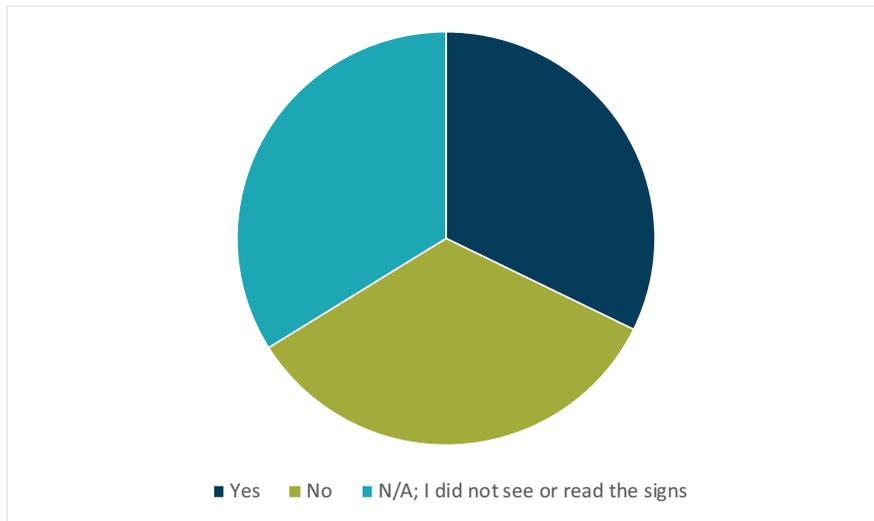
*“Engage school leadership groups and religious congregations in the relevant communities.”*

*“Go to them. Their housing projects, restaurants, language-specific events, etc.”*

# Bus Stop Signs

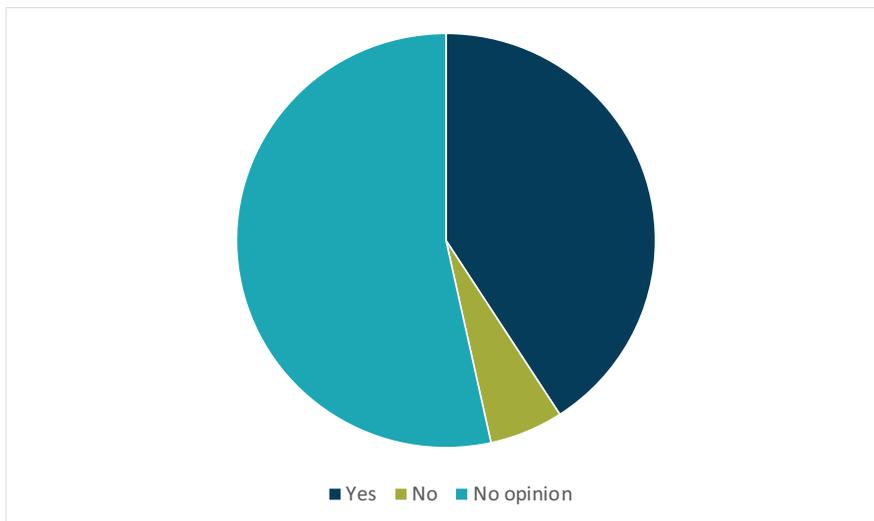
*In Spring 2016, we posted information in four languages about an online survey at more than 300 bus stops along the proposed bus rapid transit route.*

*Did the signs prompt you to take the online survey?  
(133 respondents)*



*Nearly all meetings were held at schools, libraries, churches or other community spaces rather than government buildings.*

*Do you prefer to attend public meetings at community spaces rather than government buildings?  
(159 respondents)*



## *Comments on signage for the online survey:*

*"That was a good idea."*

*"Most of the riders I spoke to didn't realize the signs were a survey to give feedback on the rapid transit route."*

*"Yes, but they did not appear to motivate my fellow passengers to take the survey."*

## *Comments on meeting locations:*

*"Safe access for people walking, biking, and riding transit is my top priority."*

*"Important for meeting spaces to be handicapped accessible and near public transportation. Also nice to vary the meeting locations, preferably along the Powell/Division corridor."*

*"My preference would be for a space that best fits the format of discussion and attendance size."*

*"Holding meetings at places of worship makes me feel uncomfortable."*

# Outreach Tools

## Comments on online surveys

A strong majority of respondents thought the online surveys were useful. Some provided comments about a perceived lack of objectivity (full set of comments available online):

"I can do it anytime; I don't have to work it into an already crazy schedule."

"I sincerely love your online surveys, it's pretty much the only way I've been able to participate."

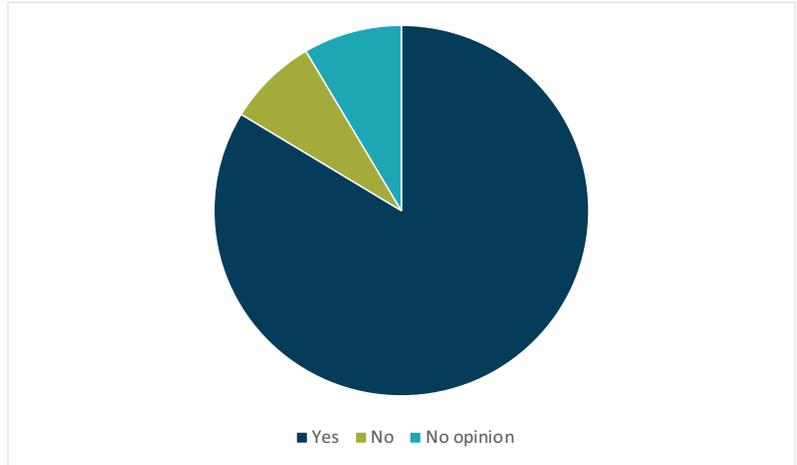
"I found the online surveys to be quite leading and not objective."

"Online surveys are the best. Way more-representative feedback than neighborhood meetings."

"They were written with such a slant I couldn't express my dissatisfaction with the direction of the project, even if I wanted to."

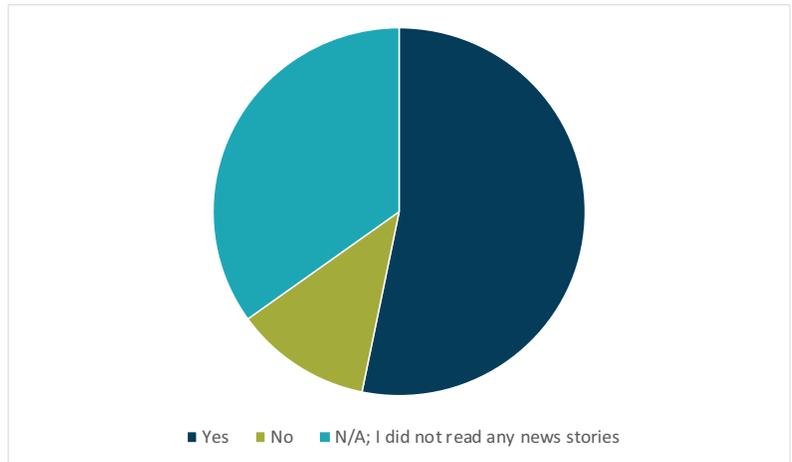
The project conducted nine online surveys during the last three years.

Do you find online surveys an easy way to share your feedback? (129 respondents)

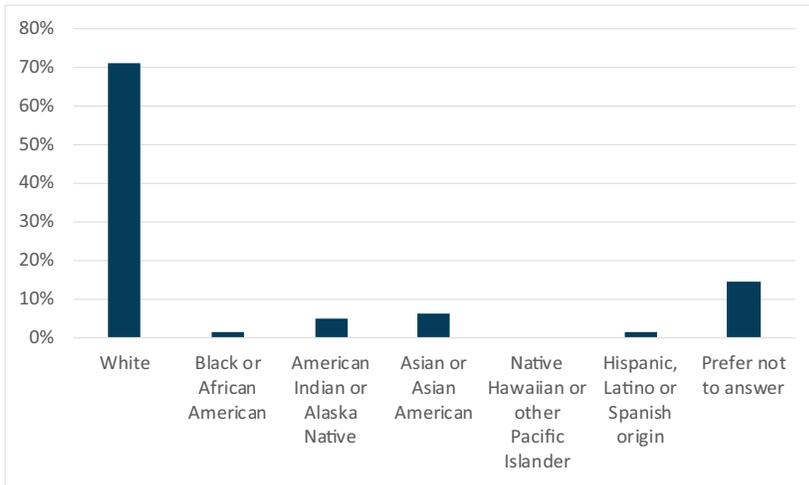


Metro News published nearly 50 stories about the project and about people and places in the corridor.

Were the project news stories useful? (126 respondents)



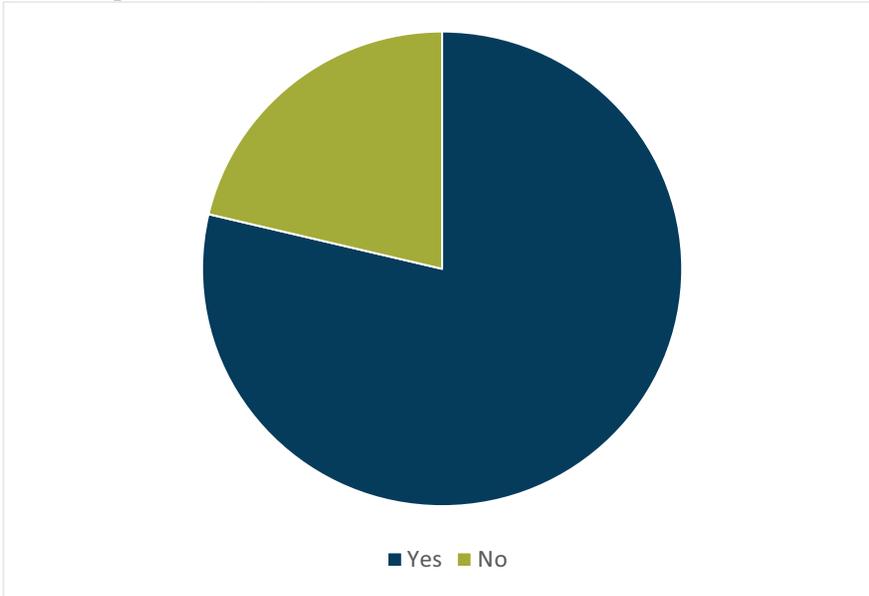
Below is a list of race categories. Please choose one or more races you consider yourself to be (select all that apply). (125 respondents)



Below is a list of race categories. Please choose one or more races you consider yourself to be (select all that apply)	Response Count	Response Percent
White	89	71.2%
Black or African American	2	1.6%
American Indian or Alaska Native	6	4.8%
Asian or Asian American	8	6.4%
Native Hawaiian or other Pacific Islander	0	0%
Hispanic, Latino or Spanish origin	2	1.6%
Prefer not to answer	18	14.4%

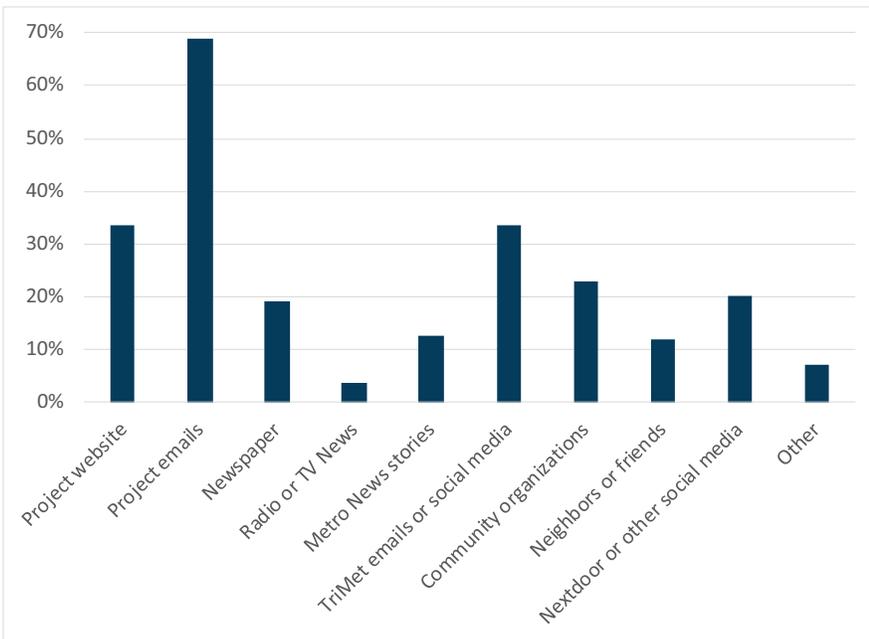
# Demographics

Do you live or work in the Powell-Division corridor that runs from the Willamette River to Gresham?  
(197 respondents)



## General

How did you get information about the project (select all that apply)? (187 respondents)



### Other ways that people heard about the project:

- Booth at Division/Clinton Street Fair
- Sign at bus stop
- City Hall newsletters
- BikePortland.org
- Facebook and Twitter
- Flyer delivered in the mail
- From the Transportation Chairperson of a local neighborhood association