

# TECHNICAL MEMORANDUM

**DATE:** October 11, 2021

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Rebecca Kennedy, City of Vancouver

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**SUBJECT:** Final Community Engagement Plan

**PROJECT:** Fourth Plain Traffic Safety Study

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## Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>3</b>
<b>2</b>	<b>Community Profile .....</b>	<b>3</b>
2.1	Study Area .....	3
2.2	Demographics .....	3
2.3	Engagement Focus Areas.....	8
<b>3</b>	<b>Public Engagement Goals and Objectives .....</b>	<b>9</b>
<b>4</b>	<b>Equitable Outreach and Outcomes .....</b>	<b>10</b>
4.1	Title VI of the Civil Rights Act of 1964 .....	10
4.2	Environmental Justice.....	10
4.3	Equity Approach.....	11
4.4	Accessibility.....	12
<b>5</b>	<b>Communications Plan.....</b>	<b>13</b>
5.1	Key Stakeholders.....	13
5.2	Key Messages.....	14

5.4 Communications Tools ..... 15

**6 Outreach Plan..... 16**

6.1 Community Engagements Methods ..... 16

6.2 Key Milestones and Activities ..... 18

6.3 Measures of Success..... 21

6.4 Outreach Coordination Opportunities ..... 21

## 1 INTRODUCTION

The purpose of this Community Engagement Plan (CEP) is to provide key messaging, guidance on outreach strategies, and specific methods and tactics for engaging community members as part of the Fourth Plain Safety and Mobility Project (“The Project”). The CEP also identifies key stakeholders that will be engaged throughout the process, key messaging, and outreach strategies for engaging historically underrepresented community members and advancing equity outcomes as part of the overall planning process.

This CEP also identifies opportunities for coordinated outreach with partner jurisdictions and other related efforts such as Vancouver Moves – the ongoing update to the City’s Transportation System Plan (TSP). This plan acknowledges outreach challenges resulting from the ongoing pandemic and proposes strategies and methods for meaningful engagement of community members through this challenging time. As such, this plan is intended to serve as a living document to be updated to reflect project developments and community priorities as needed.

## 2 COMMUNITY PROFILE

### 2.1 Study Area

The study area for this project spans consists of the approximately 3.5 mile stretch of Fourth Plain Boulevard between D Street (including the I-5 interchange) and NE Andresen Road. This segment of Fourth Plain – known as the Fourth Plain International District – is a culturally rich corridor consisting of a wide variety of community destinations and amenities, housing, employment, schools, public services, and transit connections. This segment of Fourth Plain also serves as the main service corridor for The Vine BRT service, launched in 2017 by C-TRAN. A significant proportion of the businesses along the corridor are minority-owned and/or operated, contributing the to the corridor’s diverse and vibrant local economy.

### 2.2 Demographics

Table 1 below summarizes select demographics along the study area and compares them along Fourth to the City of Vancouver and Clark County as a whole. As of the most recent American Community Survey 5-Year Estimates (2015 – 2019), the City of Vancouver had a population of approximately 181,000 residents and is the fourth largest city in Washington state.

**Table 1 Fourth Plain Select Community Characteristics<sup>1</sup>**

	Fourth Plain Corridor	City of Vancouver	Clark County
Population	45,395	180,556	473,252
<b>Age</b>			
Youth (under 18)	25 %	22 %	24 %
Older adults (65 years+)	11 %	16 %	15 %
<b>Income Characteristics</b>			
Median household income	\$52,440	\$61,714	\$75,253
Low Income Population (Less than 2x Federal poverty level)	42 %	32 %	24 %
<b>Race and Ethnicity</b>			
American Indian and Alaska Native alone	1 %	< 1 %	< 1 %
Asian alone	2 %	5 %	5 %
Black or African American alone	2 %	5 %	5 %
Hispanic or Latino alone	21 %	14 %	10 %
Native Hawaiian and Other Pacific Islander alone	2 %	1 %	1 %
White alone	65 %	71 %	78 %
Some other race alone	< 1 %	< 1 %	< 1 %
Two or more races	5 %	5 %	4 %
Limited English-Speaking Households	7 %	4 %	3 %
Persons with Disabilities	13 %	14 %	12 %
<b>Transportation Characteristics</b>			

<sup>1</sup> Fourth Plain corridor characteristics were measured using block groups that intersected within ¼-mile of the corridor, except for “Average Commute to Work”, which uses tract-level data.

	Fourth Plain Corridor	City of Vancouver	Clark County
Households with Zero Vehicles Available	10 %	7 %	5 %
Average commute to work (minutes)	25	25	40
Drove alone	74 %	76 %	79 %
Carpool	11 %	10 %	9 %
Public transportation	4 %	3 %	2 %
Walked	3 %	2 %	2 %
Other Means	1 %	1 %	< 1 %
Worked at home	7 %	6 %	7 %

Source: American Community Survey (ACS) 2015 – 2019.

### 2.2.1 Environmental Justice and Equity Populations

This CEP considers specific strategies for engaging historically underserved populations that live and work along Fourth Plain Boulevard. For the purposes of this Study, historically underserved groups refer to but are not limited to:

- Low-income and minority populations considered in traditional environmental justice analyses
- Households that speak English less than “very well”, including Spanish and Russian speaking communities along the corridor
- People living with a disability, including those who use mobility devices and people with low vision and/or hearing
- Households without access to a personal vehicle, who depend on public transportation, walking, rolling, or bicycling to meet their daily needs
- Other equity populations that have been historically underserved by transportation investments, including people of color, homeless and/or houseless individuals, youth, older adults, LGBTQ communities, refugees, persons who are unemployed or experiencing financial hardship, and people with limited access to economic opportunities (for reasons such as immigration status, educational attainment, disability, health limitations, or otherwise)

The following sections further define key equity and environmental justice populations to be engaged as part of the CEP:

### 2.2.1.1 Minority Populations

Minority populations, as defined by the U.S. Census Bureau, are comprised of persons who identify as Black, American Indian, Asian, Pacific Islander, Other, and Two or More races. Hispanic/Latinx populations are also considered a minority population, though “Hispanic or Latino” is defined by the U.S. Census Bureau as an ethnicity rather than a race.

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Considered Vancouver's “International District,” communities of color comprise approximately 35% of the Fourth Plain corridor's total population.

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The neighborhoods north and south of Fourth Plain Boulevard, between I-5 and Andresen Road are home to more than 45,000 people from a widely diverse ethnic and racial backgrounds. In fact, these surrounding neighborhoods such as Rose Village, Fourth Plain Village, and Bagley Downs include some of the highest percentages of Hispanic/Latinx, Asian, Eastern European and foreign-born residents in Vancouver. The large minority group along the corridor are Hispanic/Latinx community members, who comprise approximately 21% of the total corridor population.

### 2.2.1.2 Low Income Populations

There are more low-income populations along Fourth Plain Boulevard than compared to both the City of Vancouver and Clark County as a whole. Approximately 42% of the households along Fourth Plain are considered in poverty, defined as at least two times the 2021 Federal Poverty Level of \$26,500. Poverty along Fourth Plain Boulevard is also approximately 1/3 higher than the City as a whole. The median household income along the corridor is \$52,440, approximately 15% lower than the rest of the City and approximately 30% lower than Clark County as a whole.

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A low-income person is an individual whose household income falls below the **federal poverty guidelines**, as defined by the U.S. Department of Health and Human Services. For 2021, the federal poverty guideline for a household of four in one of the 48 contiguous states and Washington D.C. is **\$26,500**.

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Other factors also indicate a greater low-income population along Fourth Plain. For example, over 70% of elementary students receive free or reduced lunch, and 19% of the population is uninsured. Pre-COVID-19 unemployment rate was 7.8%. The census tracts surrounding Fourth Plain Boulevard also have the highest percentage of transit dependent residents in both the City and the County, as approximately 10% of all households have no access to a personal vehicle. There is also a high concentration of renters in the project area. Only 48% of dwelling units are owner occupied. Renters can be more difficult to reach through engagement than homeowners.

### 2.2.1.3 Languages

Several languages are spoken along Fourth Plain Boulevard; 7% of the total population speaks English “less than very well.” The most commonly spoken language along the corridor is Spanish, reflecting the high Hispanic/Latinx population. In addition to Spanish, there is a significant Russian-speaking population in the neighborhoods of Harney Heights and Hudson’s Bay.

The project team will develop communications, materials, and engagement opportunities in Spanish and Russian to meaningfully reach these populations along the corridor. The project team will also consider opportunities to provide interpretation at public events or neighborhood briefings as appropriate.

#### 2.2.1.4 Other Equity Populations

High proportions of other equity populations have also been identified along the corridor, including higher proportions of under 18 youth (25%), public transit commuters (4%), people who walk to work (3%), and carpoolers (11%) compared to the City or Clark County as a whole. Residents of the area also have lower educational attainment, with over 20% of the population having earned less than a high school education, compared to 11% for the City as a whole. There are also a higher number of people living with a disability (13%) than compared to the County as a whole.

### 2.2.2 Vulnerability Index

In 2021, the City of Vancouver also developed a Citywide vulnerability assessment to inform social and economic equity planning and policy decisions moving forward. The assessment considers the following factors based on the most recent American Communities Survey 5-Year Estimates (2016-2019) published by the U.S. Census Bureau:

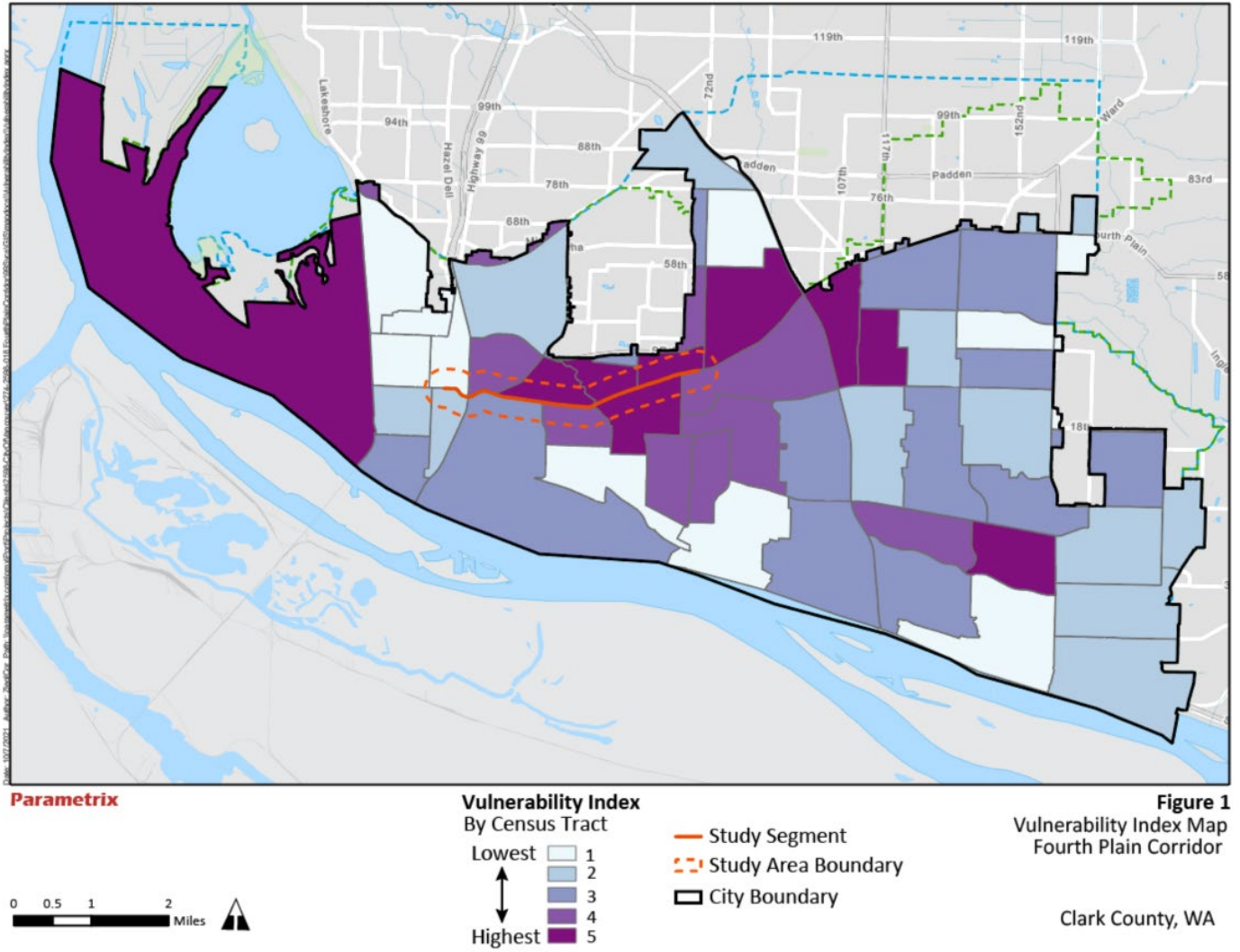
- % communities of color
- % of population 25+ with a bachelor's degree
- % of renter households
- % of population 65+
- % households with children
- Median family income

The assessment measures the proportion of the population that meet these demographic criteria for all Census tracts in the City and compares them to citywide averages. The result is an aggregated "index" that ranks the overall vulnerability of each Census tract in the City compared to the City as a whole. The index ranks vulnerability scores using a five-point scale with one (1) representing the lowest vulnerability and five (5) representing the highest vulnerability Census tracts. The index provides a relative measure of social and economic vulnerability throughout Vancouver to inform City policies, planning, and investments.

The vulnerability index is based on another methodology that was developed for the ongoing Vancouver Transportation System Plan (TSP). However, the adopted City vulnerability index is more robust in that it incorporates two additional demographic groups that were not previously included in the aggregated index score (% of the population 65+ and % households with children).

Figure 1 below displays the vulnerability index for the City of Vancouver. As seen in the map, with the exception of the Census tract containing the Fruit Valley Neighborhood at the west City limits, higher vulnerability Census tracts are concentrated in the core of the City and roughly following the extent of the Fourth Plain corridor between the I-5 and I-205 corridors. All but one Census tracts adjacent to Fourth Plain Boulevard between D Street and Andresen Road exhibit vulnerability scores of 4 or above, indicating a high concentration of vulnerable populations within the study area. No other corridor within the City exhibits a higher concentration of vulnerable populations than Fourth Plain Boulevard throughout the entire City.

Figure 1. City of Vancouver Vulnerability Index



### 2.3 Engagement Focus Areas

There are several key focus areas along the 3-mile study area for engaging underserved populations. The following focus areas are proposed for strategic notifications and focused engagement throughout the Study.

- Hudson’s Bay Neighborhood
- Harney Heights Neighborhood
- Rose Village Neighborhood
- Bagley Downs Neighborhood
- Fourth Plain Village Neighborhood
- Evergreen Park
- The Vine bus stops at Fort Vancouver Way
- Vancouver VA Medical Center
- Swift Skatepark



- Becerra’s International Grocers
- Walmart Neighborhood Market
- Mercado Latino
- Vancouver Goodwill
- Fort Vancouver High School Center for International Studies
- Clark College
- Washington State School for the Blind
- Washington State School for the Deaf
- Eleanor Roosevelt Elementary
- Washington Elementary School
- Vancouver Mall and Vancouver Plaza (east of NE Andresen Rd)

### 3 PUBLIC ENGAGEMENT GOALS AND OBJECTIVES

Public engagement goals and objectives for the Study are proposed below. Draft goals and objectives draw on experience from Fourth Plain Forward, C-TRAN’s implementation of The Vine, and Vancouver Moves. These goals and objectives also seek to anticipate risks and challenges that may arise during the public engagement process and proposes policy-level guidance and strategies for mitigating potential concerns.

#### Goal 1: Provide an open and transparent process with meaningful opportunities to participate throughout the Study

##### Objectives:

- Communicate early and often to share key project drivers, including the project timeline, the cadence of opportunities for input, and when decisions will be reached
- Provide a clear framework for how ideas will be vetted and how final decisions will be made
- Provide the public with innovative and accessible opportunities and methods for accessing project information, such as an online open house

#### Goal 2: Lower barriers to participation to ensure engagement and input from a diverse population along Fourth Plain Boulevard

##### Objectives:

- Provide multiple means for community members to participate, including a mix of online and traditional outreach methods
- Translate materials to other languages such as Spanish and Russian as appropriate; consider interpretation services at public events as needed
- Incorporate ADA and accessibility features into digital products, including alternate text, mobile-friendly applications, and screen reader-compatible interactive tools
- Consider digital equity issues, especially through outreach limitations created by the ongoing pandemic. Offer information and input opportunities using hard copies or in person as practicable

### Goal 3: Build community support by effectively demonstrating how public feedback will be used to shape corridor improvement options and decisions

#### Objectives:

- Incorporate community values into the evaluation criteria for corridor concepts along Fourth Plain Boulevard
- Ensure close coordination between community engagement staff and the technical team
- Create text or graphics for public meetings or the project website to summarize key themes of public feedback to date and document how the City of Vancouver addressed comments
- Reflect how the project team is listening and responding to public comment in any media contacts

### Goal 4: Inform and meaningfully engage historically underserved populations to address transportation equity along Fourth Plain Boulevard

#### Objectives:

- Perform respectful and culturally appropriate outreach. Endeavor to build trust and build relationships and prioritize authentic relationships with community members
- Conduct interviews with community and social service providers working with low-income, people of color, and limited-English proficient populations to understand their language needs and outreach preferences
- Ensure materials are available in multiple formats and provide translation and interpretation services as needed
- Partner with community-based organizations and social service providers to distribute project information, advertise upcoming public meetings, and conduct briefings
- Develop talking points that address benefits to historically underserved populations

## 4 EQUITABLE OUTREACH AND OUTCOMES

Engaging historically underserved populations including people of color, low-income households, and people with disabilities is a critical component to the CEP for this Study. Focused attention to these groups also helps fulfill best practices and requirements around Title VI, Environmental Justice, and equity-center transportation planning. The CEP proposes an equity approach focused on both process and outcomes. The following sections describe each of these components in greater detail.

### 4.1 Title VI of the Civil Rights Act of 1964

Title VI of the Civil Rights Act of 1964 is the foundation for environmental justice. It requires that “no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

### 4.2 Environmental Justice

Federal requirements, guidance, and best practices for assessing environmental justice impacts were promulgated by the following laws, orders, and regulations:

- Presidential Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations in 1994
- US Department of Transportation (USDOT Order 5610.2(a)), Order to Address Environmental Justice in Minority Populations and Low-Income Populations
- FHWA Actions to Address Environmental Justice in Minority Populations and Low-Income Populations (FHWA Order 6640.23(a))
- Other federal laws, such as the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 as amended, and the Transportation Equity Act (TEA-21) also include the nondiscrimination requirements outlined in Title VI
- The President’s Executive Order 13166 on Improving Access to Services for Persons with Limited English Proficiency (August 11, 2000) reaffirms the Title VI prohibition against national origin discrimination and ensures that persons who are limited in English proficiency have meaningful access to federally funded programs and activities, consistent with Title VI.
- FHWA’s Order 6640.23A guides the City of Vancouver to provide limited English proficient populations with fair and equal access to the decision-making processes for publicly funded projects as well as the benefits of these projects. FHWA policy guidance includes addressing effects to limited English proficient community members

### 4.3 Equity Approach

#### 4.3.1 Process Equity

Process equity refers to the proactive and meaningful engagement of equity populations who have been historically underrepresented in planning processes such as persons with limited English proficiency, limited time, or limited access to project resources. There are also cultural barriers that can sometimes prevent community members from being heard in public processes. Purposeful engagement of these communities ensures that a wider range of perspectives are heard and considered in the technical decision-making process and lays the foundation for equitable outcomes resulting from project implementation.

The project team will utilize the following tactics the City of Vancouver to engage equity populations throughout the process:

- Translate materials into Spanish, Russian, and other languages as appropriate
- Provide interpretation services for online and in-person events as appropriate
- When translation and/or interpretation is not provided, include interpreter service contact information on all published materials in an appropriate number of languages other than English
- Provide information and feedback opportunities in multiple formats including digital, hardcopy, and in-person as practicable
- Employ a broad range of strategies to notify community members about upcoming events or opportunities to provide feedback, such as advertisements in Spanish/Russian radio stations and newspapers and outreach to online community groups using social media platforms such as NextDoor and Facebook
- Ensure public event venues are community-based, accessible by transit, and ADA-accessible
- If possible, offer food to encourage participation and design the meetings to include interactive components

- Work through community-based organizations to share information and gather feedback by distributing open house email invitation and online survey links and offering the opportunity to schedule briefings
- If possible, offer cash incentives to community-based organizations engaged in providing higher-level engagement and local expertise to the project team
- Host tabling events at locations or events serving historically underserved populations such as ethnic markets and restaurants
- Publish community feedback at key project milestones. Reflect input heard and provide a transparent view into the comment database for the project

### 4.3.2 Outcome Equity

Outcome equity refers to the distribution of impacts resulting from project implementation and assesses whether such impacts disproportionately benefit, or burden equity populations compared to the general populations. Successful outcome equity is achieved when project benefits are fairly distributed to communities with the greatest needs, mitigate avoidable negative impacts, and serve the greatest number of Vancouver community members as possible. *Outcome equity* can only be achieved as a result of successful *process equity* to ensure community concerns – especially of the corridor’s most disadvantaged community members – are meaningfully reflected in project decision making.

- Clearly document corridor elements that are refined, changed, or otherwise modified as a direct result of public feedback.
- Incorporate community feedback and equity considerations into project evaluation criteria for corridor options.
- Form commitments with key stakeholders and community-based organizations for ongoing coordination beyond the scope of this Study; maintain ongoing relationships between key stakeholders and City community liaisons.
- Carry over community priorities and recommendations to related and broader City efforts such as the Vancouver TSP
- Track and evaluate success by utilizing CEP Community Engagement Metrics and Equity Performance Measures (see Section 7.3 below).

### 4.4 Accessibility

The CEP also acknowledges the need to fulfill state and federal requirements around accessibility.

- Americans with Disabilities Act of 1990 – addresses equal opportunity for persons with disabilities.
- Revised Code of Washington – defines special needs populations in Washington State Revised Code of Washington (RCW) 81.66.010.

People living with a disability can include people with limited mobility, people with low vision and/or hearing, or other physical or mental disabilities that have historically impeded the ability to participate fully in public processes. Utilizing U.S. Census Bureau data and information gathered from the local community, the project team will seek to identify and engage disabled community members who live, work, or access services along the Fourth Plain corridor. Tactics for reaching these populations may include:

- Provide City of Vancouver’s accessible formats notice on all materials
- Format public meetings based on the audience (i.e. provide materials in Braille or large print if possible or by request due to cost, more descriptive talking points for blind audiences, etc.)
- If Braille translation and large print production are required, handouts to be distributed at the meeting should be given two weeks prior to the meeting to allow time production
- Collaborate with social service organizations, between, before and after major project milestones to encourage participation from the disability community
- When requested by attendees, Sign Language and spoken language interpreters should be requested a minimum of five days prior to a public event

## 5 COMMUNICATIONS PLAN

### 5.1 Key Stakeholders

Table 2 below describes each target audiences and stakeholder groups for the Study.

**Table 2. Key Stakeholders for Outreach**

Stakeholder Group/Interests	Stakeholders/Groups to Engage
<b>Residents</b>	<ul style="list-style-type: none"> <li>• Hudson’s Bay Neighborhood</li> <li>• Harney Heights Neighborhood</li> <li>• Rose Village Neighborhood</li> <li>• Bagley Downs Neighborhood</li> <li>• Fourth Plain Village Neighborhood</li> <li>• Apartment complexes along Fourth Plain Boulevard</li> <li>• Census tracts</li> </ul>
<b>Business</b>	<ul style="list-style-type: none"> <li>• Becerra’s International Grocers</li> <li>• Walmart Neighborhood Market</li> <li>• Mercado Latino</li> <li>• Hispanic Metropolitan Chamber</li> <li>• Sky Zone Trampoline Park</li> <li>• Vancouver Plaza (east of NE Andresen Rd)</li> <li>• Vancouver Mall (east of NE Andresen Rd)</li> </ul>
<b>Active transportation</b>	<ul style="list-style-type: none"> <li>• Bike Clark County</li> <li>• Clark Communities Bicycle and Pedestrian Advisory Committee</li> <li>• Wheel Deals Bicycles</li> <li>• Rollin’ Right Repair</li> <li>• Camas Bike &amp; Sport</li> <li>• Vancouver Bicycle Club</li> <li>• Burnt Bridge Creek Trail users</li> <li>• The Vine Fourth Plain service users</li> </ul>
<b>Disability Community</b>	<ul style="list-style-type: none"> <li>• Washington State School for the Blind</li> <li>• Washington State School for the Deaf</li> </ul>

Stakeholder Group/Interests	Stakeholders/Groups to Engage
	<ul style="list-style-type: none"> <li>Disability Support Services at Clark College</li> </ul>
<b>Community-based organizations / non-profit organizations</b>	<ul style="list-style-type: none"> <li>Fourth Plain Forward</li> <li>Vancouver Goodwill</li> <li>Flash Love</li> <li>Young Life, Boys &amp; Girls Club</li> <li>Human Resources Council</li> <li>Police Advisory Committee</li> <li>Other community and neighborhood groups</li> </ul>
<b>Educational institutions / Safe Routes to School</b>	<ul style="list-style-type: none"> <li>Clark College</li> <li>Eleanor Roosevelt Elementary</li> <li>Washington Elementary School</li> <li>Fort Vancouver High School Center for International Studies</li> </ul>
<b>Healthcare and medical facilities</b>	<ul style="list-style-type: none"> <li>Vancouver VA Medical Center</li> <li>Sea Mar Vancouver Medical Clinic</li> </ul>
<b>Seniors / Veterans</b>	<ul style="list-style-type: none"> <li>CDM Caregiving Services</li> <li>A&amp;A Citizens Senior Placement</li> <li>Meals on Wheels People</li> </ul>
<b>Faith-based organizations</b>	<ul style="list-style-type: none"> <li>Living Water Church</li> <li>River City Church</li> </ul>
<b>Elected officials and coordinating agencies</b>	<ul style="list-style-type: none"> <li>C-TRAN and C-TRAN Citizen Advisory Committee</li> <li>Vancouver City Council</li> <li>Vancouver Transportation and Mobility Commission</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>The Columbian</li> <li>Vancouver Business Journal</li> <li>El Latino de Hoy Newspaper</li> <li>KXXP – La Radio de Portland Spanish Radio</li> <li>Russian Voice Vancouver Radio</li> <li>El Hispanic News Agency staff (WSDOT, C TRAN, City, Clark County)</li> </ul>

## 5.2 Key Messages

Consistent and simple-to-understand messaging is essential to an effective public outreach process. Establishing this messaging up-front also ensure consistency in how the project is discussed moving forward.

### 5.2.1 Best Practices

Following are communications best practices for the Study:

- External-facing project materials and document should be legible and understandable at 7<sup>th</sup> grade reading level and appropriate for the general public’s knowledge of transportation planning and corridor design principles.
- To the degree practicable, communications should also be accessible for people with limited reading and writing abilities.
- Benefits and trade-offs should be clearly communicated when discussing corridor improvement options. Rely on easy-to-understand graphics and visual aids to communicate concepts clearly.
- Leverage social media to efficiently communicate project updates, as it provides a relatively low-barrier participation option for many people.
- To the degree practicable, project communications should be coordinated and aligned strategically with other work happening in Vancouver and within City Council, City leadership, etc. to minimize public confusion and the risk of public engagement “burnout”.

### 5.3 Transportation and Mobility Commission

The primary advisory body for the Study will be the Vancouver Transportation and Mobility Commission (TMC). The TMC was formed in 2020 to advise City Council on transportation-related issues. Commission membership is appointed by City Council and includes members with diverse perspectives and experience. The TMC will meet monthly, and the project team will present to the TMC periodically throughout the Study.

### 5.4 Communications Tools

#### 5.4.1 Mailing List and Database

The project team will maintain an interested parties database and mailing database throughout the project. The mailing list will also be used as a tool for tracking relationships, managing meetings and follow-up appointments, and for communicating with community members and stakeholders throughout the Study.

#### 5.4.2 Project Website

The project team will create a Be Heard project page that includes information about events, project updates, deliverables, and opportunities for feedback and engagement. The Be Heard page will be updated throughout the project to include project deliverables, event publicity, and outreach tools (e.g., survey and videos). Be Heard also features “ideas” and “questions” tools that can be used to capture community feedback throughout the project. The project team will also provide content for a project page on the existing City of Vancouver website.

#### 5.4.3 Social Media

Social media is a powerful tool that can reach many Vancouver community members; however, it is most effective when shared among multiple platforms and users. The project team will coordinate closely with City of Vancouver communications staff to publish strategic communications on a variety of platforms

including Instagram, Facebook, Twitter, and Nextdoor. The project team will also advise on groups to tag and hashtags to effectively promote the Study throughout the community.

#### 5.4.4 E-Blasts

Email blasts can be an effective way of continually updating interested parties on project updates, events, and opportunities to provide feedback and participate. The project team will create and manage a contacts database that will be used for periodic e-blasts using the City's Emma license. A more detailed e-blasts calendar will be developed as project messages are refined and planning for outreach moves forward.

#### 5.4.5 Project Flyer

A graphic-rich print and digital-format project flyer will be developed at the start of the project. The main purpose of the flyer will be to provide a hardcopy and/or static digital version of the Be Heard website content for people with limited access to the web. Project flyers and accompanying information can also be mailed to notify community members of upcoming opportunities to participate.

## 6 OUTREACH PLAN

The following section describes the overall outreach plan for the Study. The project team will use multiple outreach strategies and tactics to communicate key information about the Study and to gather feedback from key stakeholders and the general public.

The project team will implement some tactics at project milestones and execute other tactics on an ongoing basis. In addition, some activities warrant specific implementation plans, such as an open house plan or notification plan. The project's communications team will develop these plans separate from this CEP.

### 6.1 Community Engagements Methods

#### 6.1.1 Neighborhood Visits

The project team will directly engage residents, business owners/operators, transit, and trail users along the corridor via informal neighborhood visits. The purpose of these visits is to meet one-on-one or in small groups with community members along Fourth Plain to listen to their concerns, answer questions, and provide opportunities for ongoing participation. Previous efforts along the corridor, including Fourth Plain Forward planning process, found that informal conversations with restauranteurs, shop keepers, employees, and customers was one of the best ways to authentically connect with community members. Project team members can also use these opportunities to collect intercept surveys or set up small, informal meetings.

#### 6.1.2 Interviews

Using a combination of phone, email, and in-person correspondence, one-on-one or small group interviews as a simple but powerful way of gathering deeper feedback from Fourth Plain community members. The project team will seek opportunities to interview community members throughout the Study.



### 6.1.3 Community Events

The project team host three (3) community events at key project milestones throughout the Study. Pending limitations related to the ongoing pandemic, community events will consist of a mix of online and traditional in-person outreach. Community events could include:

- A series of neighborhood “pop up” events in within engagement focus areas. For example, the City has previously partnered with 4 Caminos Mexican Restaurant to host a “taco party” – the City pre-purchased approximately 500 tacos and offered them free to Fourth Plain community members. A table was set up in the 4 Caminos parking lot where staff asked patrons to share their feedback on how to improve the Fourth Plain corridor.
- Tabling at existing and already-planned community events, such as the Fourth Plain Multicultural Festival
- Elements of traditional open houses can also be used to engage the community, such as large-display poster boards and tactile, interactive tools for capturing feedback using string, stickers, and/or writing utensils.

### 6.1.4 Online Events

Online events such as online open houses using tools like ArcGIS Story Maps are effective ways of reaching many community members. The project team can create interactive online content consisting of maps, graphics, and interactive surveys to share information about the project and collect public feedback

Hosting online webinars is also an effective web-based engagement strategy. Webinars provide community members of attending a live discussion session with project staff. The project team can engage webinar attendees more deeply using a combination of large-group discussion, break out groups, and interactive activities using tools like Google Jamboards.

### 6.1.5 Surveys

Surveys are a time-tested, low-cost, and effective form of gathered community input. The CEP proposes the use of multiple kinds of surveys, including:

- Be Heard surveys, questionnaires, and other native tools built into the platform
- Survey123 web surveys, which can be deployed on ArcGIS Story Maps or mobile survey applications (iPads, iPhones, Android, etc.)
- Hardcopy surveys for in-person outreach
- Intercept surveys for use during neighborhood visits and ad hoc interactions

### 6.1.6 Community Roundtables

Community roundtables are small-group discussions held either in-person or online. Roundtables can be for the general public or can focus on a smaller subset of community interests. The roundtable format has been used successfully on the Vancouver TSP, specifically as a way of reaching harder to reach populations such as people of color, people with disabilities, and people of low incomes.

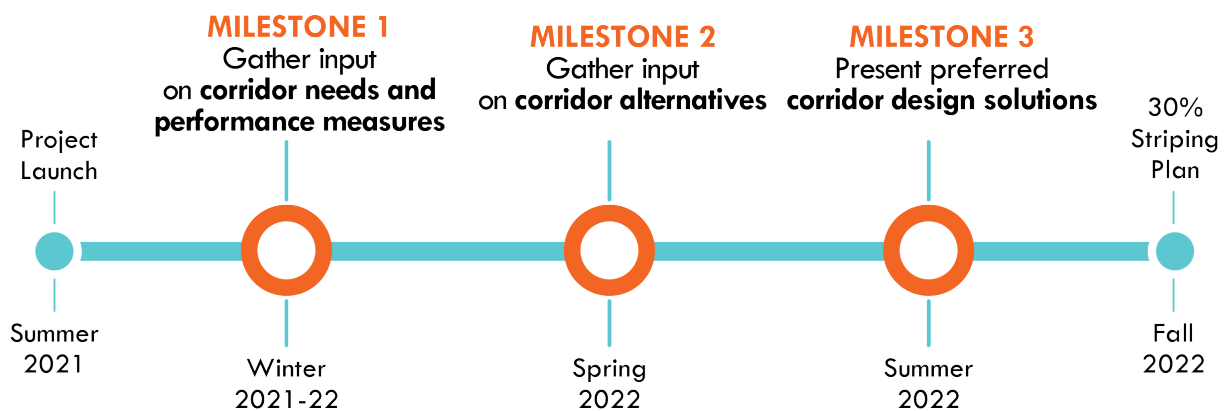
### 6.1.7 Community Presentations

Project updates and solicitations for public feedback can be given at regularly scheduled meetings along Fourth Plain, such as standing neighborhood association meetings or committee meetings for community-based organizations such as Fourth Plain Forward. Community presentations provide a way for the project team to engage specific interest groups directly and on an ongoing basis.

## 6.2 Key Milestones and Activities

The public engagement process for the Study is organized into three major milestones and phases as shown in Figure 2 below.

Figure 2. Public Engagement Milestones



Each of the three milestones will coincide with one of three (3) community events using the community engagement methods described in Section 6.1. At each of these milestones – to the extent practical – the project team will also:

- Seek opportunities to host open houses in tandem with other City projects (i.e. Vancouver Moves) or co-host with major stakeholder(s) to demonstrate coordination and encourage public turn-out.
- Leverage communication channels of other major stakeholders to promote project news and events.
- Meet people where they are by identifying well-attended community meetings and hosting an information booth or providing a briefing (assuming this is within City of Vancouver COVID-19 Protocols).
- Demonstrate and promote through communications channels how the project team listened to and addressed public feedback

Table 3 below provides additional details on the activities planned for each of these milestones.

Table 3. Public Engagement Activities - Winter 2022 - Summer 2022

Milestone	Timeframe	Outreach Objectives	Key Activities
<b>Milestone 1: Gather input on corridor needs and performance measures</b>	December 2021 and January 2022	<ul style="list-style-type: none"> <li>Public project launch - raise project awareness and share information about study purpose, background, timeline, and input opportunities</li> <li>Gather feedback needed to develop performance measures that will drive selection of corridor design concepts</li> <li>Build stakeholder relationships</li> <li>Educate the community about corridor safety conditions</li> <li>Share and solicit input on existing and future conditions</li> </ul>	<ul style="list-style-type: none"> <li><b>Launch project:</b> Project flyer, project website, interested parties list, announce on social media. Publish draft existing and future conditions.</li> <li><b>Presentations #1:</b> To TMC and City Council</li> <li><b>Online Open House #1:</b> Host online open house to introduce project to community and solicit feedback on corridor conditions</li> <li><b>Neighborhood Visits #1:</b> Canvass residents and businesses along the corridor to build project awareness; gather input on corridor conditions and needs as practicable</li> <li><b>Be Heard Survey #1:</b> Gather feedback on corridor conditions – coordinate with social media advertisements</li> <li><b>E-mail blast and direct outreach</b> to community-based organizations; presentations and interviews with stakeholders as possible</li> </ul>
<b>Milestone 2: Gather input on corridor alternatives</b>	April and May 2022	<ul style="list-style-type: none"> <li>Share draft corridor improvement concepts</li> <li>Gather feedback on corridor concepts</li> <li>Identify community-preferred concepts</li> </ul>	<ul style="list-style-type: none"> <li><b>Update project communications:</b> Project flyer, project website, interested parties list, refresh social media presence. Publish draft corridor alternatives</li> <li><b>Presentation #2:</b> To TMC and City Council</li> <li><b>Community Event #1:</b> Conduct direct community outreach along the corridor; consider pop-up event(s) and/or tabling opportunities along the corridor</li> <li><b>Online Open House #2 and Webinar:</b> Host community webinar to share draft corridor concepts and to solicit input on alternatives</li> </ul>

Milestone	Timeframe	Outreach Objectives	Key Activities
			<ul style="list-style-type: none"> <li>• <b>Neighborhood Visits #2:</b> Gather input on corridor alternatives through door-to-door corridor outreach; consider mobile survey to capture feedback</li> <li>• <b>Community Roundtables:</b> Up to four (4) community roundtables to gather feedback on corridor alternatives, with an emphasis on reaching underserved populations</li> <li>• <b>Be Heard Survey #2:</b> Gather feedback on corridor alternatives – coordinate with social media advertisements</li> <li>• <b>E-mail blast and direct outreach</b> to community-based organizations; presentations and interviews with stakeholders as possible</li> </ul>
<p><b>Milestone 3:</b>  <b>Present preferred corridor design solutions</b></p>	<p>July and August 2022</p>	<p>Present preferred corridor design and how it responds to community feedback heard earlier in the process; set the stage for implementation with the paving project scheduled for 2023</p>	<ul style="list-style-type: none"> <li>• <b>Update project communications:</b> Project flyer, project website, interested parties list, refresh social media presence. Publish draft preferred design concepts</li> <li>• <b>Presentation #3:</b> To TMC and City Council</li> <li>• <b>Community Event #2:</b> Conduct direct community outreach along the corridor; consider pop-up event(s) and/or tabling opportunities along the corridor</li> <li>• <b>Online Open House #3:</b> Update the online open house to present final design concepts</li> <li>• <b>Neighborhood Visits #3:</b> present preferred corridor design and gather any final feedback or concerns</li> <li>• <b>E-mail blast and direct outreach</b> to community-based organizations; presentations and interviews with stakeholders as possible</li> </ul>

### 6.3 Measures of Success

The project team is committed to tracking the success and effectiveness of the CEP throughout the duration of the Study. The success of the CEP will be measured using a combination of quantitative and qualitative performance measures based on input from the City, project staff, and on overall City outreach goals or achievements in other successful projects. These performance measures will be used to tell a story about the Study’s engagement efforts to reach diverse voices along the corridor, listen, and respond to community priorities. These performance measures also provide a mechanism to track whether the CEP is successful in addressing transportation equity regarding both process and outcomes. Table 4 summarizes community engagement performance measures.

**Table 4. Community Engagement Performance Measures**

Quantitative Measures of Success
<ul style="list-style-type: none"> <li>• <b>Engage Non-White, Non-English-Speaking Residents</b> – Approximately 35% of the community that resides along the Fourth Plain corridor identify as non-white or non-English-speaking. The project team will strive to engage non-white and non-English-speaking residents, especially from Vancouver’s Hispanic/Latino and Russian communities. The project team will strive to collect information at every outreach opportunity to track this measure.</li> <li>• <b>Participant feedback</b> – # of comments submitted, surveys completed, map/game interactions, etc.</li> <li>• <b>Be Heard analytics</b> – # of unique website visitors, persons aware, informed, and engaged</li> <li>• <b>Business representation</b> – # of businesses engaged</li> <li>• <b>Meetings</b> – # of successful community presentations, stakeholder meetings, pop-ups, etc.</li> <li>• <b>Meeting/even participation</b> – # of attendees and participants at community presentations, pop-ups, and community events</li> <li>• <b>Social media interactions</b> – # of likes, comments, and shares</li> </ul>
Qualitative Measures of Success
<ul style="list-style-type: none"> <li>• coordination, and collaboration with key stakeholders, community-based organizations, and community members</li> <li>• Reach community members of varying economic backgrounds, including low- and moderate-income individuals, families, and renters.</li> <li>• Multilingual outreach – effectively translate and/or interpret into languages other than English</li> <li>• Issue representation – effectively represent a wide range of issues and interests along the corridor, including the needs of drivers, bicyclists, pedestrians, people living with disabilities, and transit users.</li> </ul>

### 6.4 Outreach Coordination Opportunities

There are several concurrent planning efforts in the City of Vancouver that have an impact on Fourth Plain Boulevard on varying degrees. The CEP will coordinate with concurrent projects and programs as practicable to ensure consistent messaging across multiple City planning efforts, and to identify opportunities for shared outreach and engagement. For example, the project will seek to identify single events that can share information

and gather feedback for multiple City initiatives. This approach ensures that City efforts are well coordinated and mitigates the risk of public engagement “burn out.” The following concurrent planning efforts are relevant to the CEP for the Study:

- **Vancouver Moves** – Vancouver Moves is the 2020 – 2022 update to the City of Vancouver’s Transportation System Plan (TSP). The TSP update is currently ongoing and is actively seeking community feedback on transportation conditions, issues, priorities, and transportation values. Through conversations with key stakeholders such as Fourth Plain Forward and the Hispanic Metropolitan Chamber, Fourth Plain Boulevard has been identified as an important corridor for the TSP to address.
- **Interstate Bridge Replacement Program** – The Washington Department of Transportation, Oregon Department of Transportation, and regional partners including the City of Vancouver and C-TRAN are currently engaged on a multi-year process to evaluation bridge replacement options for the I-5 bridge between Vancouver and Portland. The program study area extends to approximately E 39<sup>th</sup> Street/SR-500 interchange and includes the interchange area at I-5 and Fourth Plain Boulevard.
- **Fourth Plain Resurfacing Project** – The City’s pavement program is planning to resurface Fourth Plain Boulevard from I-5 to Andresen starting in 2023. The planned resurfacing project provides the City with an opportunity for cost-sharing and reductions to implement safety improvements along the corridor. The planned paving project and required public notices also creates shared outreach opportunities between the paving project and the Study.
- **Vine BRT Improvements** – Building on the success of Vine BRT service along Fourth Plain Boulevard, C-TRAN and the City of Vancouver are currently advancing plans to expand BRT to Mill Plain Boulevard. In 2020, the Federal Transit Administration announced it was allocating \$24.9 million to the project – a major piece of the project’s \$50 million financial plan. In 2021, C-TRAN will finalize design on the Mill Plain BRT project and begin construction on the corridor. Construction is anticipated to start as the Fourth Plain Traffic Safety Project gets ready to finalize a 30% striping plan for the corridor. The CEP will seek opportunities to align engagement efforts around the corridor striping plan and the start of Mill Plain BRT construction.
- **Fort Vancouver Way Project** – In 2021, the City will begin a process to plan corridor improvements along Fort Vancouver Way. The scope of work is still to be determined as of this writing, but the effort is anticipated to include public engagement, traffic analysis, and a striping plan for multimodal improvements along the corridor. Given the similar nature to this Fourth Plain Safety and Mobility Project, the project team will seek opportunities to coordinate analysis and public engagement as practical.