Interstate Bridge Replacement Program
Draft Community Engagement Plan

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Kimberly Pincheira
Communications and External Relations Manager
Interstate Bridge Replacement Program

Presentation Structure

1 Framing and context

2 Plan overview and highlights, including:
- Goals and Objectives
- Commitment to Evaluation
- Engagement tools and timeline

3 Discussion and feedback

Key Guidance and Feedback Sought

Discussion Items

- Are there additional goals, objectives, or tools that we should consider?

- What has worked well for you to connect with the community in the COVID-19 environment?

- What information would be helpful to track the effectiveness of our community engagement efforts?

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Highlight of Key Program Activities (2020-22)

When	Milestone
2020	• Hire program administrator • Reengage IBR stakeholders • Convene ESG • Recruit CAG and EAG • Develop long-term Community Engagement Plan
2021	• Reevaluate previous environmental analysis • Update Purpose and Need • Establish community Vision and Values • Identify Range of Alternatives • Develop Evaluation Criteria
2022	• Develop refined Draft Supplemental EIS Finance Plan • Prepare and Publish Draft Supplemental EIS

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Initial Draft Principles of Engagement

Community engagement efforts will seek to provide extensive, inclusive and ongoing opportunities for meaningful two-way communication that prioritizes:

Equity
Transparency
Diversity
Inclusion
Accessibility
Innovation/Creativity

What We Heard: Initial Guidance

- Identify specific **decision points** in the process to build momentum

- Clearly define the **decision-making process** and **opportunities** for the public to inform and shape program work

- Ensure outreach is **intentional** - what feedback is being sought and why

- Be **transparent** in reporting back how public input is being taken into consideration and implemented (or not)

- Recognize that the program can't reach everyone – important to ensure there is a representative **range of stakeholder perspectives**

- Effectively engage with **underrepresented** and/or **underserved** populations

- Engage **community members** and stakeholders that aren't represented by formal groups or organized interests

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Goals vs. Objectives

Goal = Desired result; generally broad and long-term

- May evolve, but most will exist throughout the life of the program

Objective = Measurable step towards achieving long-term goal

- 2-5 objectives per goal

Draft Community Engagement Goals (Not Ranked)

- Seek feedback from a diverse range of stakeholders

- Provide opportunities to shape decisions

- Proactively engage underrepresented and/or underserved populations

- Embrace innovation

- Minimize barriers to engagement

- Demonstrate accountability

- Establish credibility as trusted source of accurate information

Goal: Seek feedback on community values, priorities, and interests from a diverse range of stakeholders
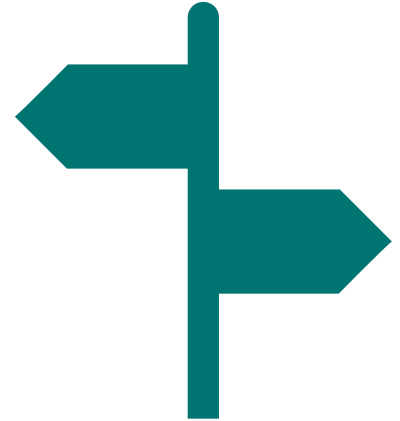
Objectives include:

- Convene advisory groups (and technical/topical working groups as needed on specific topics)

- Conduct a community survey and focus groups

- Implement a wide range of engagement tools and methods

Goal: Provide opportunities to meaningfully shape program development and inform decisions

Objectives include:

- Provide opportunities for meaningful engagement and define how community feedback shapes program development

- Complete a SWOT (strengths, weaknesses, opportunities, threats) analysis to identify specific issues and audiences and proactively adapt tools and tactics as needed

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Goal: Proactively seek to include current and historically underrepresented and/or underserved populations
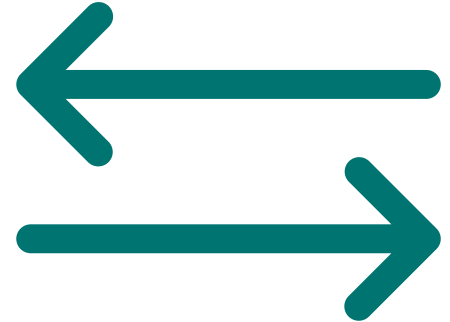
Objectives include:

- Convene an Equity Advisory Group early in IBR program development

- Partner with organizations representing underrepresented / underserved populations

- Identify, plan for, and conduct direct outreach to historically underrepresented / underserved populations

Goal: Embrace innovative ways to achieve meaningful, two-way communication

Objectives include:

- Seek creative ways to conduct public engagement while health and safety requirements limit in-person interactions

- Consider how each tool can be accessible and inclusive of the greatest potential audience

- Develop and implement a digital media strategy to create dialogue with diverse audiences through a variety of platforms

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Goal: Minimize Barriers to Engagement

Objectives include:

- Explore options for incentives or reimbursement for participation for underrepresented / underserved community members

- Meet people where they are - use communication channels and tools preferred by stakeholders to support accessible and inclusive participation

Goal: Demonstrate accountability – be transparent and communicate how feedback is considered

Objectives include:

- Develop an accountability plan for how public feedback will be considered

- Proactively document and address common questions and public comment themes

- Develop public dashboard to track effectiveness of outreach efforts

Goal: Establish public credibility as the neutral and trusted source for accurate information on the program

Objectives include:

- Create and maintain dedicated IBR website and social media channels

- Utilize ongoing outreach efforts to keep the community informed about opportunities to engage, including public meetings and key program benchmarks

- Build public awareness and reinforce community engagement through proactive and responsive media relations

Commitment to Evaluation

Community engagement plan is dynamic – outreach efforts will be regularly evaluated and updated as needed.

Success indicators will be developed to help evaluate effectiveness, such as:

- Quantity of on-topic, actionable comments received

- Percent of participants expressing satisfaction with the quality and accessibility of information presented

- Depth of user engagement (e.g.: open and click rates)

- Demographics of engaged stakeholders

- Rate of positive/negative and accurate media coverage

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Engagement Tools and Tactics

Outreach will be tailored for specific audiences where possible to best meet their needs. A broad range of tools will be used to support extensive and inclusive engagement and could include tools such as:

- Stakeholder briefings, interviews, discussion groups, surveys

- Videos, podcasts, social media campaigns

- Digital and print materials such as fact sheets, FAQs, newsletters, mailers

- Earned media as well as paid advertising

- Open houses, tours, "office" hours

- Other contact-less methods such as phone, text, email

To comply with state health guidelines, all activities are assumed to be virtual until further notice

Innovation in Technology

- Visualization tools to help explain program work

- Public dashboard to support transparency and accountability

- Podcast, possibly in English and Spanish

- Videos including livestreaming events and regular storytelling

- Creative ways to leverage social media channels

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Innovation in Planning and Delivery

- Humanize this work – literally and figuratively bridging two communities

- Prioritize people, not concrete and steel

- Focus tactics on specific audiences

- Explore incentives for participation of traditionally underrepresented communities

- Build true partnerships with community liaisons

- Conduct demographics analysis to identify key languages for translation of materials and information

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2021 Tactical Implementation Timeline (example)

Focus: Re-engaging the community and agency stakeholders

When	Equity-focused tactics	Innovative tactics	Traditional tactics
Jan – Feb	- Stand up Equity Advisory Group (EAG) - Develop and initiate engagement strategies for traditionally underrepresented communities - IBR team Diversity, Equity & Inclusion training	- Stories from the community - Develop podcast and video plan - Launch proactive social media presence - Continue accessible engagement	- Stand up Community Advisory Group (CAG) - Launch website, social media, e-newsletter - Community survey - Online community meeting(s)

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Draft Engagement Schedule Highlights

	2020		2021											
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Program Development Activities														
Purpose and Need		→————————————→					●							
Vision and Values		→————————————→					●							
Range of Alternatives					→——————————————————————————→									
Bi-State Legislative Engagement														
Legislative Milestones		●						●						
Proposed Meetings	●	●			●		●	●	←—— TBD ——→					
Advisory Groups														
Executive Steering Group	●●		●	●	●	●	●	●	●	●	●	●	●	●
Community Advisory Group			●	●	●	●	●	●	●	●	●	●	●	●
Equity Advisory Group				●	●	●	●	●	●	●	●	●	●	●
Community Engagement Activities														
Launch program website			●											
Launch Social Media			●											
E-Newsletter			●	●	●	●	●	●	●	●	●	●	●	●
Online Open House				●						●			●	
Digital Tools			●	●	●	●	●	●	●	●	●	●	●	●

Note: This is a high-level overview of draft activity goals and does not reflect all activities

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Questions and feedback

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