

## I-205 Toll Project: Summary of Notification and Engagement Activities for Comment Period

**Draft: April 17, 2023**

### Overview

The I-205 Toll Project Environmental Assessment was published Feb. 21, 2023, launching a comment period that ends April 21, 2023.

The I-205 Toll Project Environmental Assessment engagement strategy was based on refocusing the scope of traditional engagement to go beyond traditional engagement tactics to instead try and meet people where they are. Rather than ask people to come to ODOT, project staff members are going to them – at grocery stores and other community gathering places, via social media, through multi-lingual networks directed by community engagement liaisons, and via earned and paid media.

Below is a summary of notification tools and engagement activities used to inform community members about the EA document and opportunities to comment and interact with the project team. As of Monday, April 17, 2023, approximately 1,800 comment submittals have been received.

### Notification tools

The I-205 Toll Project team used the following notification tools to share information about the I-205 Toll Project EA, comment period, and engagement activities.

Notification tool	Distribution date	Reach
<b>Stakeholder email:</b> Pre-publication preview alert, with request to share with networks	Friday, Feb. 10	Elected officials Participating agencies Local jurisdiction staff EMAC members RTAC members Tribes <i>Approximately 290 recipients</i>
<b>Stakeholder email:</b> Alert of document publication and available engagement opportunities, with request to share with networks (including webinar, virtual public hearing, in-person comment opportunity, and in-person tabling events)	Tuesday, Feb. 21	Elected officials Participating agencies Local jurisdiction staff EMAC members RTAC members STRAC members Tribes Community Based Organizations <i>Approximately 590 recipients</i>

Notification tool	Distribution date	Reach
<p><b>Stakeholder email:</b> Comment extension alert, extending comment period from April 7 to April 21</p> <p>Email included a toolkit of materials, including fact sheet, flyer and postcard</p>	Wednesday, March 1	Elected officials Participating agencies Local jurisdiction staff EMAC members RTAC members STRAC members Tribes Community Based Organizations <i>Approximately 590 recipients</i>
<b>Reminder email</b>	Monday, April 10	Elected officials Participating agencies Local jurisdiction staff EMAC members RTAC members STRAC members Tribes Community Based Organizations <i>Approximately 590 recipients</i>
<b>Project Update:</b> EA publication alert	Tuesday, Feb. 23	Approximately 10,000 Oregon Toll Program mailing list recipients
<b>Project Update:</b> Reminder email	Friday, April 7	Approximately 10,000 Oregon Toll Program mailing list recipients
<b>UMS Newsletter:</b> Pre-publication preview alert	Friday, Feb. 10	Approximately 10,000 newsletter recipients
<b>UMS Newsletter:</b> Comment extension alert	Thursday, March 9	Approximately 10,000 newsletter recipients
<b>UMS Newsletter:</b> Reminder of comment period close	Monday, April 17	Approximately 10,000 newsletter recipients
<b>Press release:</b> Document publication alert and notification of available engagement opportunities	Tuesday, Feb. 21	Release sent to about 5,900 contacts, including local television, print and radio news media
<b>Press alert:</b> Reminder notification	Friday, April 7	Alert sent to about 5,900 contacts, including local television, print and radio news media
<b>Media background briefing:</b> Review of EA findings, opportunities to comment, and available engagement opportunities	Tuesday, Feb. 21	Attended by 5 news outlets.  Invitations sent to 60 local television, print and radio news media.

Notification tool	Distribution date	Reach
<b>ODOT social media stories</b> (Facebook, Twitter, Instagram, LinkedIn)	Feb. 21: Announcement Feb. 27: Link to project videos March 10: Reminder of March 14 and March 17 webinars	88,972 impressions 963 engagements 268 link clicks 57 comments 40 shares 112 reactions 216 incoming messages <i>(Data current as of April 7, 2023)</i>
<b>Paid media ads.</b> Print and digital ads published in the following local media: <ul style="list-style-type: none"> <li>- Clackamas/Oregon City News</li> <li>- Lake Oswego Review</li> <li>- West Linn Tidings</li> <li>- The Times (Beaverton/Tigard/Tualatin)</li> <li>- Canby Herald</li> <li>- Portland Tribune</li> <li>- The Skanner</li> <li>- Portland Observer</li> <li>- The Oregonian</li> <li>- El Latino de Hoy weekly</li> <li>- The Asian Reporter</li> </ul>	Feb. 22 through March 10	Circulation ranges from 7,000 and 142,000 per publication
<b>Earned media</b>	Feb. 21 through April 5	13 stories in local media about the I-205 Toll Project and EA
<b>Partner and community notifications</b> (newsletters, websites, social media channels)	Throughout	TBD

## Outreach Activities

The I-205 Toll Project team used the following outreach activities to share information about the I-205 Toll Project EA content, comment period, and to collect feedback.

Activity	Date(s)	Reach
<b>Community based organization discussion group.</b> Presentation and discussion group with representatives from local community based organizations	March 23	13 CBO representatives

Activity	Date(s)	Reach
<b>Public webinars.</b> Information sessions and question & answer opportunity hosted virtually.	March 14, 6-7:30 PM	Public webinars. Information sessions and question & answer opportunity hosted virtually.
<b>In-person tabling events.</b> Project staff planned tabling sessions at local community gathering places to share information about the project, direct people to upcoming events, and to collect comments.  In-person locations were identified prioritizing concentrations of equity framework communities based on the EA environmental justice area of potential impact. Two events were held with ODOT open houses on the Statewide Transportation Improvement Program	March 14: Oregon City Fred Meyer March 31: Oregon City Grocery Outlet April 3: Clackamas County Development Services Building April 5: Tualatin Public Library April 7: Beaverton City Library April 12: West Linn Adult Community Center April 13: Gladstone Community Center	Approximately 10-15 attendees engaged at each session
<b>Community Engagement Liaison discussion group.</b> In-language briefings, Q&A sessions and comment opportunities with multi-lingual and equity framework community groups	April 5: Vietnamese April 6: Russian April 8: People living with disabilities April 10: Chinese April 13: Spanish April 14: BIPOC April 20: Native American	Up to 20 attendees per discussion group
<b>Virtual public hearing.</b> Verbal comment opportunity for attendees to share comments to a court reporter for inclusion to the EA	April 4, 3-6 PM	Approximately 150 virtual attendees
<b>In-person comment opportunity.</b> Additional verbal comment opportunity hosted in-person for attendees to share comments to a court reporter for inclusion to the EA	April 4, 3-6 PM	Approximately 20 attendees

Activity	Date(s)	Reach
<b>Agency and community briefings</b>	February 15: Clackamas County Coordinating Committee Diversion Subcommittee February 22: Happy Valley Business Alliance March 2: Clackamas County Coordinating Committee March 7: Lake Oswego City Council March 8: Clackamas County Commission March 1: Achieve Coalition March 15: Clackamas County Coordinating Committee Diversion Subcommittee April 3: West Linn City Council April 4: Clackamas Pedestrian and Bikeways Advisory Committee April 6: Washington County Coordinating Committee Transportation Advisory Committee April 11: Stafford-Tualatin Community Planning Organization	13-35 attendees at each briefing; several recorded and/or livestreamed.
<b>Project Advisory Committees:</b> Announcements and briefings about the EA and comment period.	January 23: RTAC announcement of upcoming period February 27: RTAC February 1: EMAC announcement of upcoming period March 21: EMAC subcommittee April 5: EMAC February 24: STRAC March 24: STRAC	About 15 – 25 members per committee; full committee meetings accessible and recorded for public viewing.
<b>Business district canvassing</b> Project staff shared postcards and flyers with local businesses in West Linn, Oregon City, Canby and Tualatin.	Mid-April	About 50 businesses reached at each location.

## Informational Materials

The I-205 Toll Project team used the following informational tools to share information about the I-205 Toll Project EA content, comment period, and engagement opportunities.

Informational material	Date	Reach
<p><b>Project website updates:</b> Project information details and information about engagement opportunities were shared on the following pages:</p> <ul style="list-style-type: none"> <li>- I-205 Toll Project website</li> <li>- I-205 EA web page</li> <li>- I-205 Resource Library</li> <li>- I-205 Interactive Map</li> <li>- I-205 Comment Form (English, Spanish, Russian, Chinese, Vietnamese)</li> </ul>	<p>Tuesday, Feb. 21</p>	<ul style="list-style-type: none"> <li>- 4,000 unique visitors to the I-205 Toll Project website</li> <li>- 2,300 unique visitors to the I-205 Toll Project Environmental Assessment website</li> </ul>
<p><b>Project videos:</b> Informational videos about the I-205 Toll Project published to YouTube about the following topics:</p> <ul style="list-style-type: none"> <li>- EA Overview</li> <li>- How to comment</li> <li>- Air Quality, Climate and Noise</li> <li>- Economics</li> <li>- Environmental Justice and Equity</li> <li>- Transportation</li> <li>- Transportation Technical Report</li> </ul> <p>Subtitles available in English, Spanish, Russian, Chinese, Vietnamese</p>	<p>Tuesday, Feb. 21</p>	<p>Approximately 1,400 total views of 7 videos</p>
<p><b>Printed materials:</b> Project information, key engagement dates, and QR code for additional information shared in:</p> <ul style="list-style-type: none"> <li>- 8-page project fact sheet</li> <li>- Project flyer</li> <li>- Project postcard</li> </ul> <p>Each document available in English, Spanish, Russian, Chinese, Vietnamese)</p>	<p>Tuesday, Feb. 21</p>	<p>Materials shared at in-person events and attached to notification emails; postcard shared during business district canvassing.</p>