

I-205 Toll Project

Engagement Snapshot

October 6, 2020

EARLY ENGAGEMENT COMMENT PERIOD: AUGUST 3 – OCTOBER 16, 2020

In summer 2020, we launched an education and engagement period for the I-205 Toll Project. We are seeking input at the beginning of the environmental review process to help identify key issues and to define the toll alternatives to be studied in detail.

This engagement snapshot provides a summary of the activities conducted to encourage participation and gather input.

The purpose of the engagement is to:

- Increase awareness about:
 - How modern toll systems work
 - Benefits of tolls, especially travel efficiency and reliability
 - Opportunities and constraints with the I-205 Toll Project
 - Project location, timeline and alternatives under consideration
 - Results of previous studies
 - ODOT's approach to equity
- Gather input on:
 - Draft Purpose and Need Statement, including project goals and objectives
 - Initial screening alternatives and evaluation criteria
 - Concerns and potential impacts to consider during the environmental review

Because of the ongoing COVID-19 pandemic, all engagement activities were conducted online with digital tools to maintain physical



Figure 1: Facebook advertisement

distancing and protect public health. Near the end of the comment period, wild fires burning in Clackamas County led us to extend the comment period by 30 days.

Input Opportunities

Online Open House and Online Survey

A temporary, interactive website educates visitors about the I-205 Toll Project and serves as a primary channel to enter comments. The site includes eight “stations” with information and videos about modern tolling, the proposed purpose and schedule of the project, and proposed alternatives. The site also links to an online survey, which serves as one of the

primary tools for collecting stakeholder and public feedback. The online survey includes multiple choice and write-in responses along with some images and diagrams. The online open house, videos, survey and linked documents are also available in Spanish.



Figure 2 Screen shot of video used in online open house

Webinars

Three informational webinars were held in August via Zoom and streamed live on YouTube to provide a project overview and information. During the webinar, the team posed questions using “Poll Everywhere,” a texting tool to promote interaction and feedback. Participants could ask questions via chat and email. These were answered in real time by the project team.

Coordination with community liaisons and multi-lingual engagement

The project team worked with community engagement liaisons to provide translated project information and the survey to communities throughout the project area. The team provided fact sheets and surveys in Spanish, Russian, Vietnamese, Simplified Chinese and Traditional Chinese to the community engagement liaisons, who then distributed them to community members.

Presentations and briefings

Project staff presented information and answered questions about the I-205 Toll Project at 30 meetings of regional policy groups, boards, councils and community and business organizations. The presentations focused on the draft Purpose and Need statement and initial toll alternatives. All the presentations were conducted via video conference and most were live streamed to a public audience.

Advisory committee meetings

The Equity and Mobility Advisory Committee was convened to advise on the I-5 and I-205 Toll Projects. The Region 1 Area Commission on Transportation, a standing committee that advises the Oregon Transportation Commission, also provides input. Jointly, these two committees include representatives from the community, local governments, business, equity and environmental justice interests, pedestrian and bicycle interests, public transportation providers and users, and highway users. Members of the public are invited to attend via the live stream and provide public comment at committee meetings or by email to the committees.



Figure 3 Screen shot of Equity and Mobility Advisory Committee meeting over Zoom

Project website:

The project website, www.OregonTolling.org, provides information about the project and ways to get involved. Visitors can access project information, including materials presented to the Equity and Mobility Advisory Committee, fact sheets (in multiple languages) and answers to frequently asked questions. The website also provides links to the online open house, project email, web comment form and voicemail line. Technical memos and draft environmental review documents are available.

Project email and voicemail line:

Members of the public can submit questions or comments to the project team at any time by emailing OregonTolling@odot.state.or.us or by leaving a voicemail at 503-837-3536.

Notification

Public notification of the I-205 Toll Project engagement opportunities occurred through the following channels:

News release and e-newsletters

- News release distributed statewide and to project email list Aug. 3
- eNews delivered to project listserv on Aug. 11, Sept. 11 and Sept. 18

Coordination with community-based organizations and partner agencies

- Outreach toolkit with fact sheet, flyer, sample news article and sample social media posts were emailed to more than 100 community groups and neighborhood organizations.
- Telephone calls were made to about 20 community organizations that support underrepresented and underserved populations to alert them to the comment period, the toolkit and informational resources in non-English languages.

Necesitamos sus aportes para mejorar la experiencia de viajar en la I-205.

Se aceptan comentarios del público desde ahora hasta el 16 de septiembre.

¡Comparta su opinión!

El periodo de comentarios públicos del ODOT (Departamento de Transporte de Oregon) dura 45 días, inicia el 3 de agosto y termina el 16 de septiembre del 2020. ODOT organizará actividades en las que usted puede hacer preguntas, ofrecer comentarios y aprender sobre el proyecto, incluyendo los siguientes aspectos:

- Cómo funcionan los sistemas de peaje modernos
- El enfoque de equidad del programa.
- Las opciones en estudio.

Visitar: oregonevents.org/openhouse/i205toll-esp
Llamar al: 503-837-3536

Aquí están los enlaces para participar en la reunión comunitaria en línea "casa abierta" o responder la encuesta en español u otros idiomas.

Si desea obtener información sobre este proyecto traducida al español, sírvase llamar al 503-731-4128.
Nếu quý vị muốn thông tin về dự án này được dịch sang tiếng Việt, xin gọi 503-731-4128.
Если вы хотите чтобы информация об этом проекте была переведена на русский язык, пожалуйста, звоните по телефону 503-731-4128.
如果您想瞭解這個項目，我們有提供繁體中文翻譯，請致電：503-731-4128。
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Si necesita acomodaciones en cumplimiento de la ADA (Ley para los Americanos con Discapacidad) o del Título VI (Ley de Derechos Civiles), servicios de traducción o interpretación, o para más información, favor de llamar al 503-731-4128, TTY (800) 735-2900 o 7-1-1 (Oregon Relay Service).

La información en este documento, y los aportes recibidos del público y de la agencia, pueden adoptarse o incorporarse por referencia en un proceso de revisión ambiental futuro para cumplir con los requisitos de la Ley de Política Ambiental Nacional.

Proyecto de Peaje en la I-205

www.OregonTolling.org

Figure 4 Publicity flier in Spanish. Fliers and fact sheets are available in five languages.

- Publicity fliers were distributed in English and Spanish to Borland Road Free Clinic and Tualatin School House Food Pantry along I-205.

Social media posts

- 1 ODOT Facebook Post
- 3 ODOT Facebook events
- 3 ODOT Tweets
- 1 ODOT LinkedIn post
- Social media posts from partner agencies and media

Social media advertising

- Facebook (Two Spanish ads and one English ad)
- Twitter (One English ad)

News outlet advertising

- Portland Observer (digital)
- The Skanner (digital)
- The Asian Reporter (print)
- El Latino de Hoy (Spanish language print and digital)
- The Times (Tigard, Tualatin, Sherwood) (print and digital)
- West Linn Tidings (print and digital)
- Canby Herald (print and digital)
- Clackamas/Oregon City News (print and digital)
- 93.1 El Rey (on air Spanish and streaming)

Media and blog coverage

- News: KGW, KOIN, KXL, Landline Media, Canby First, Portland Tribune, The Times (Tigard, Tualatin, Sherwood), Transport Topics, Portland Business Journal, Southeast Examiner

- Blogs: Bike Portland, Clark County Today
- Local websites: City of West Linn, Beaver Creek Hamlet, Tualatin Life, City of Oregon City
- Association websites: Alliance for Toll-Free Interstates, National Motorists Association.

NEXT STEPS

- Public Engagement Evaluation survey to launch week of Oct. 19
- Summarize all comments and provide report in early December
- Discussion at December Equity and Mobility Advisory Committee meeting on equitable engagement (process equity)
- Finalize Purpose and Need Statement and alternatives for the I-205 environmental review in early 2021.

BY THE NUMBERS (AS OF OCT 6, 2020)

Number of people reached	Number of comments received
7,385 English online open house unique users	3,671 Completed English surveys
1,963 Spanish online open house unique users	77 Completed Spanish surveys
~95 Webinar attendees	68 Completed Vietnamese surveys
30 Presentations given	104 Completed Chinese surveys
2,639 People who clicked on English Facebook ads	72 Completed Russian surveys
4,304 People who clicked on Spanish Facebook ads	230 Emailed comments
38K+ Views on ODOT social media posts	18 Letters
4,234 Recipients of project emails	2 Voicemails
2.3M Digital advertising impressions through local news outlets	
25K+ Readers reached with Spanish newspaper print ads	
9 Multilingual community engagement liaisons	