

# ODOT Community & Public Engagement

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Kris Strickler, Director

Lindsay Baker, Assistant Director - Government and External Relations

Joint Committee on Transportation

February 14, 2023



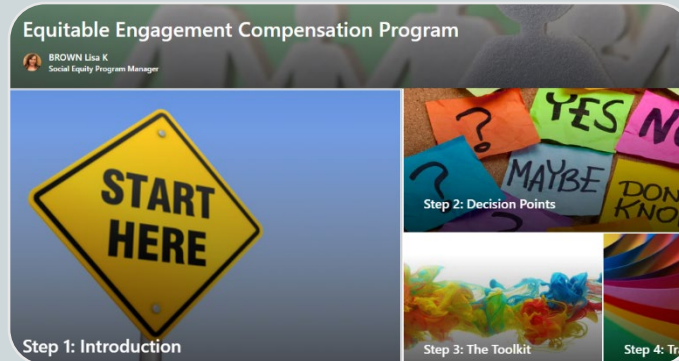
# WAYS WE COMMUNICATE AND ENGAGE



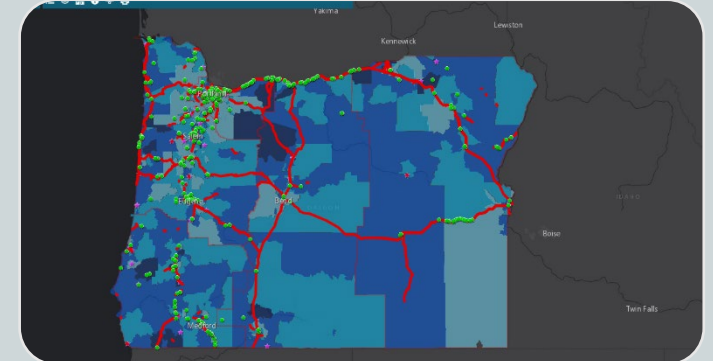
# Some of our newer tools



**Equitable  
Community  
Engagement  
Guide**



**Equitable  
Engagement  
Compensation  
Program**



**Social Equity  
Index Map**



# BUILDING PARTNERSHIPS





# TRIBAL SUMMIT ON NATURAL AND CULTURAL RESOURCES

September 14-15, 2022

## ABOUT THE SUMMIT

- Funded by grant from FHWA
- **Goal:** to improve project delivery tribal consultations process, provide training, and build relationships
- **Invited:** All 16 of our consulting federally recognized tribes; 13 were able to participate
- **Agenda included:**
  - Promoting tribal sovereignty and consultation
  - Tribal perspective during project scoping
  - Exploring climate change
  - Examining management of right-of-way resources and potential for new partnerships



# EMERGENCY RESPONSE



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- **Outreach focus:** Specific, safety-driven information.
- **How we show up:**
  - Leverage media partners to share news our communities need now.
  - Use real-time and variable message signs to share closure and detour information.
  - Put boots on the road to direct people and support partner agencies.
- **When we show up:** Wildfires, slides and rockfalls, debris and fallen trees, weather events.







# PLANNING, PROJECT SELECTION, AND DESIGN



# CONSTRUCTION IMPACTS: OR 217 AUXILIARY LANES PROJECT



- Asked neighbors, who requested sound walls on this project
- Built sound walls in advance of the project to address concerns about construction noise



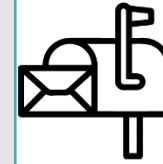
# OR 217 AUXILIARY LANES OUTREACH SNAPSHOT



Four in-person & online open houses and two live webinars



Regular emails to 4,300 subscribers



Mailers sent to 37,000 recipients



About 3,000 visits/week to project website at peak traffic impact



Regular social media and media outreach



Stakeholder briefings



Partnership with local agencies and neighborhoods



Tabling at local events



Canvassing, CBO outreach and Spanish-speaking staff



# COMMUNITY FEEDBACK ON OR217

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“Thanks for the heads up and making the much needed improvements. Can’t wait to experience the completed project. I’m thankful for all of the workers.”

–Kate S.

“I wanted to share how pleased I am with the 217 construction. The roads and signage have been exemplary. I am amazed at how fast this is proceeding.”

–Jason Z.



# PROJECT DESIGN: CORNELIUS BILINGUAL BEACON

- **What we heard:** City of Cornelius, Centro Cultural, Virginia Garcia Memorial Health Center, and others reported safety concerns, especially for clients trying to cross busy intersection on foot
- **What we did:** Delivered a new audible, bilingual pedestrian beacon at North Adair Street (OR8/TV Highway) and North 12th Avenue, one of the first devices in the state with these features



# WHAT WE'VE HEARD SINCE



“We are very grateful — not just for this new beacon, but for the way in which ODOT partnered with the city and community-based organizations to integrate us in the design of a beacon that is both audible and bilingual.”

– **Metro Councilor Juan Carlos Gonzalez**



“We are so excited to have this. It is a huge benefit to everybody in the community who needs to access our dental and medical services. We appreciate you and we appreciate you listening.”

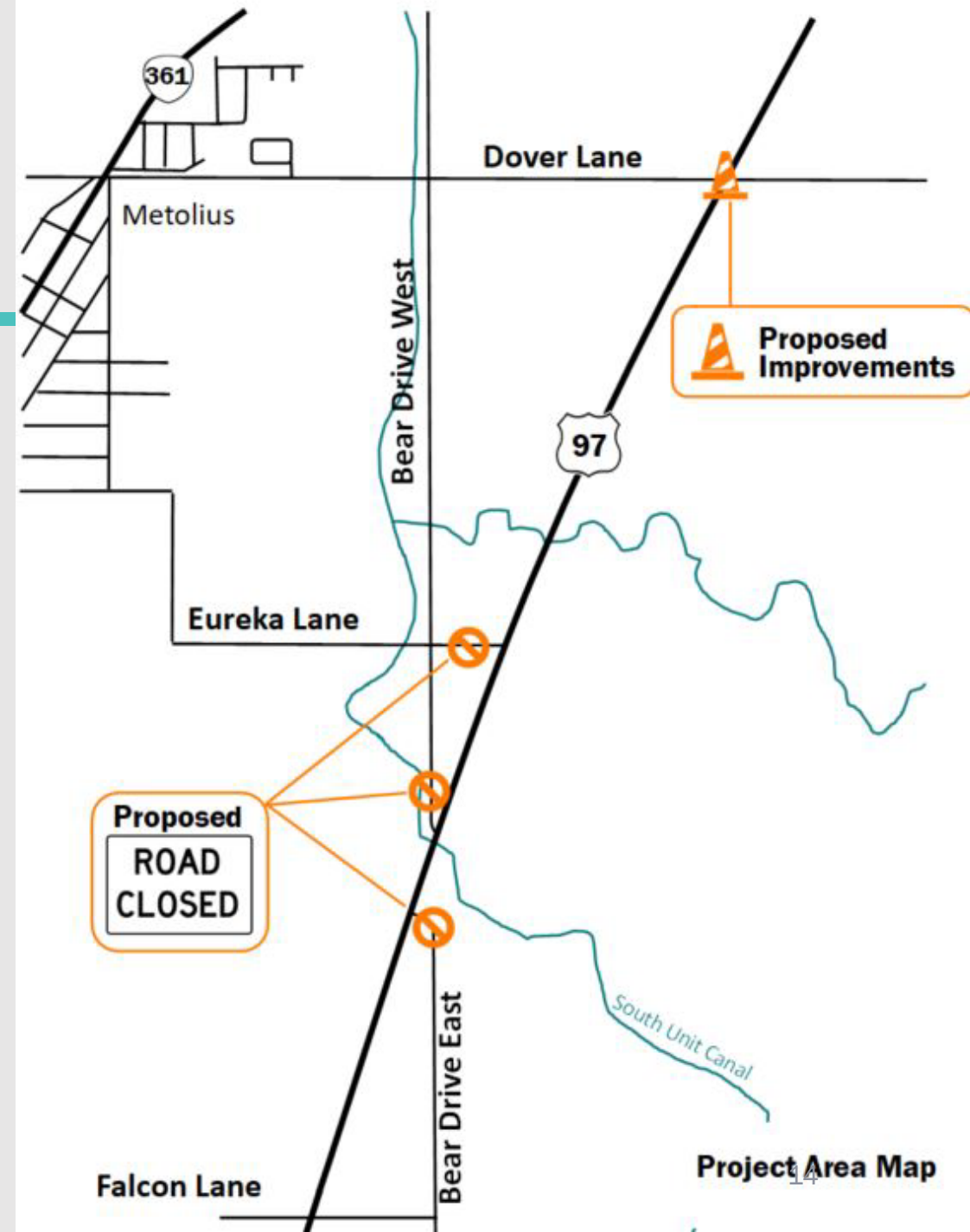
– **Lyn Jacobs, Virginia Garcia Wellness Center**



## PROJECT DESIGN: U.S. 97 AT DOVER LANE

### LANE SAFETY IMPROVEMENTS

- Project includes closing two access roads, prompted by a history of serious and fatal crashes, as well as improving another intersection with dedicated turn lanes.
- **What we heard:** Project neighbor suggested restriping a section of U.S. 97 to solid, making it a no-passing zone.
- **What we're doing:** Incorporating that change in construction this year



# COMMUNITY PRIORITIES: GREAT STREETS

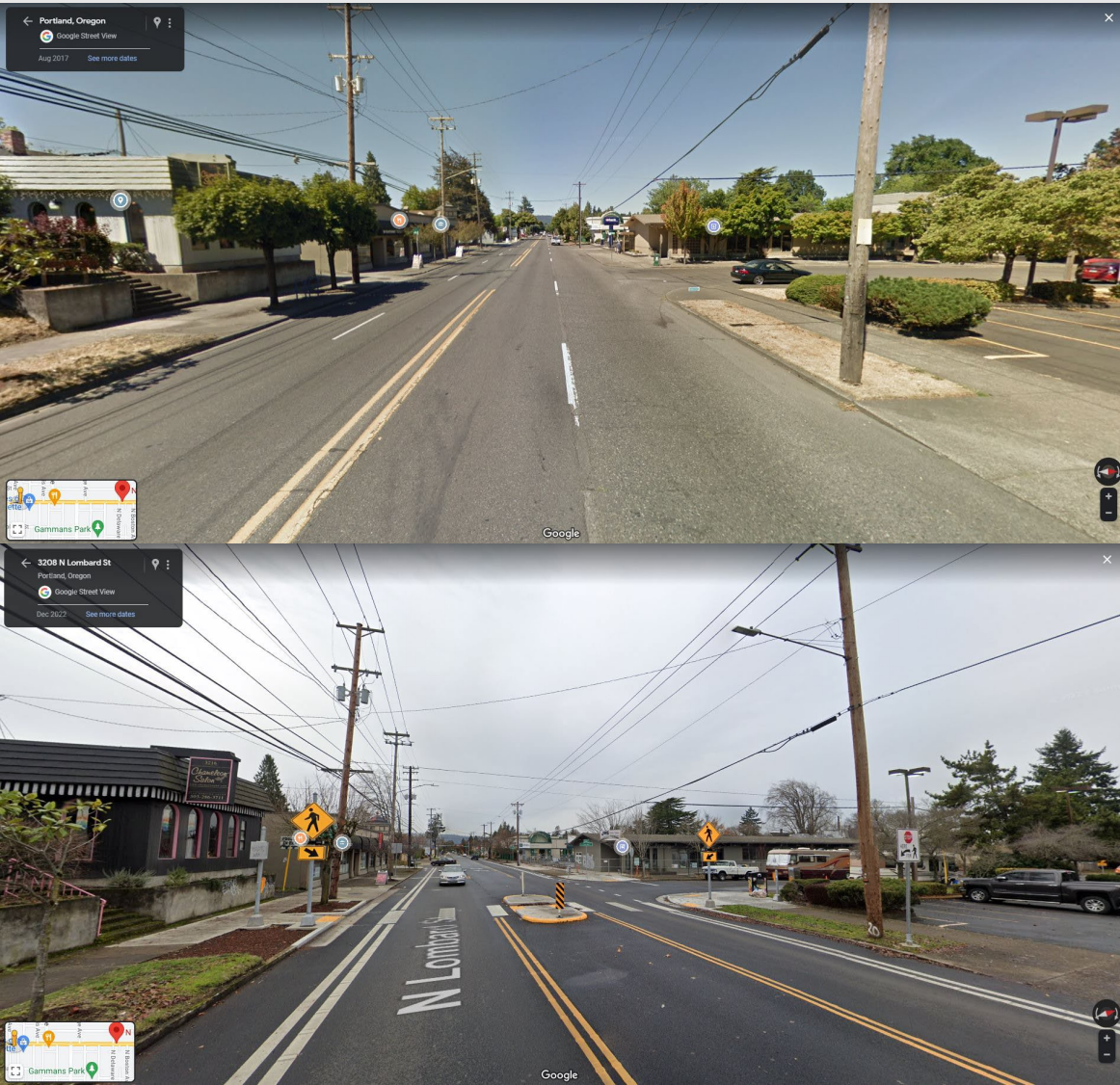




## GREAT STREETS PROGRAM

- OTC allocated \$50M IIJA funding to create Great Streets Program
- Improve safety and multimodal accessibility needs on ODOT highways that serve as main streets in urban and rural areas
- Reflects community feedback we've heard on impacts to these main streets

# GOAL: IMPROVE SAFETY AND MULTIMODAL ACCESSIBILITY



- **What we heard:** Lack of sidewalks, bike lanes, and lighting make it hard for people to travel within communities
- **What we're doing:** Providing a single source of funding to comprehensively address corridor needs



# FOCUSED OUTREACH: DMV PARTNERSHIPS





## CUSTOMER CONNECT

- **Overall mission:** Serving people with specific needs
- **Examples:**
  - Scheduled monthly drop-in virtual meetings (first is today, Feb. 14)
  - Created online 'toolkit' and informational videos on navigating DMV services
  - Connected community benefit organizations with car seat vouchers and safety events



# DRIVER LICENSES FOR ALL

- HB 2015 removed the legal presence requirement for a standard driver license starting in 2021
- Conducted an outreach program tailored to reach targeted communities most affected by this change
- Assembled advisory committee with representatives from a range of organizations to develop outreach plan based on communities' specific needs

## Advisory Committee Partners

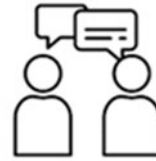
- Causa
- Oregon Law Center
- IRCO
- ACLU
- APANO
- PAALF
- Unite Oregon
- Mexican Consulate
- PCUN
- Laso



# DRIVER LICENSES FOR ALL OUTREACH SNAPSHOT



Advisory Committee met eight times



Research including focus groups to understand communities' needs



Videos in multiple languages about law change and how to apply



TV, radio, print and social media advertising



Toolkit for community leaders and partners, provided in seven languages



Equipped trusted messengers and influencers to share information



# OTHER DMV PARTNERSHIPS

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## ODHS Collaboration

- Partnered with ODHS reps and CBOs to understand needs of Afghan and Ukrainian refugees and immigrants
- Developed 'doing business with DMV' workshops

## DMV-Dealer Improvement Project

- Conducted focus groups, surveys and one-on-one sessions to improve working relationship
- Used feedback in realignment of DMV staff and work that launched Jan. 1, 2023

**THANK YOU!**

