

## **Communications and Outreach Survey Report November 2011**

### **Executive Summary**

The Portland-Milwaukie Light Rail Transit Project (PMLR) sought to gauge the effectiveness of its communications and outreach efforts used to engage the public and disseminate information about the project. To this end, project staff asked stakeholders to complete an online survey to evaluate the communications and outreach program through preliminary engineering and final design phases of the project in advance of the start of light rail construction in 2012. Stakeholders were specifically asked to provide feedback the usefulness and timeliness of each communication tool.

More than 570 respondents completed the survey, including nearly 400 that live along the corridor. The highest response level came from stakeholders living in the southern most zone. Feedback on project communications and outreach was generally favorable with more than 80% of respondents reporting that the project information was useful and timely. The survey also raised awareness of the project's social media tools, with the project Facebook page experiencing approximately 10% rise in subscribers during the survey period and a 50% rise in views of posts to the page. The project Twitter feed experienced a 24% rise in followers.

Survey results suggest stakeholders are eager for more information and timely information on the project. Suggestions included giving clear direction on where feedback can be incorporated at project meetings; sending out more email notices in advance of project meetings; and expanding the video program. Stakeholder recommendations, listed on page 4, are being implemented in the coming months as project staff gears up for construction.

## **Methodology**

In September 2011, staff invited project stakeholders via mailed postcard, email, Facebook and Twitter notifications to take an online survey. Stakeholders also were given option to provide their answers orally or have a printed copy mailed to their home. Staff mailed to 17,000 residences and businesses, 4,000+ email subscribers, 500+ Facebook followers and more than 130+ Twitter followers. There is likely overlap in participation in these groups. The survey was available for completion for one month, and covered these project communication channels:

- Email
- Print mailings
- Meetings (CAC and open houses)
- Website
- Facebook
- Twitter
- Flickr

The survey also asked respondents to identify if they resided in one of the eight of the zones straddling the project alignment. The ninth zone, titled “Other,” included all locations outside of the eight alignment zones. See the [Responses by Location](#) section for details of respondents by zone, as well as the zone map.

## **Summary of Survey Findings**

572 respondents completed the survey, a base completion rate of 2.7%. The main instrument was an online electronic survey, used by 96.9% of respondents. The remainder took advantage of the opportunity to take the survey by phone or to have a print version mailed to them for completion.

### ***Usage of Communication Channels***

More respondents (62.1%) indicated they receive email than any other project communications channel, followed by print mailings (48.8%). The least number (3.1%) indicated receiving project Tweets, and one respondent (.2) indicated use of the project Flickr site.

### ***Usefulness of Information by Channel***

For every communication channel, more than 80% of respondents agreed that the information provided has been useful. The highest rating for usefulness went to information provided at project meetings (96.5%), while the least number of respondents agreed that information provided via Facebook and Twitter has been useful (84.1% and 83.3%, respectively).

### ***Timeliness of Information by Channel***

For every communication channel, more than 80% of respondents agreed that the information provided has been timely. More than 90% of respondents agreed that project information received via email, project meetings and Twitter is timely (91.8%, 90.4% and 94.4%, respectively).

More respondents (12.9%) disagreed that information received in print mailings is timely than for any other channel. The project website and Facebook page also had more than 10% disagreement responses regarding information timeliness (10.5% and 11.4%, respectively).

### ***Overall Quality and Timeliness of Information***

Respondents were asked to rate the overall quality and timeliness of project information received as either good, poor or “Neither Good Nor Poor.” This rating was lower than the separate ratings for usefulness and timeliness of information received from specific channels. However, the rate of responses judging the quality and timeliness as poor remained below 10%. Additionally, a significant portion expressed no judgment of the information.

- 72.3% chose a Good judgment.
- 8% chose a Poor judgment.
- 14.6% chose Neither Good Nor Poor

Suggestions were solicited for improving methods used to provide project information. 221 respondents made suggestions— when reviewed by theme, comments made by more than 10% of respondents were as follows:

- 13.6% commented that the project is doing a good job
- 12.2% suggested that more information be provided in the email notifications instead of requiring recipients to click through to learn more
- 10.9% wanted more or timelier info on the website, or improved site navigation

Other suggestions included increasing project information in local newspapers, increasing the use of mailings, video and visuals, and increasing TV coverage.

### ***Meetings***

Respondents found information presented at meetings more useful than timely. 96.55 % agreed that the information is useful, while 90.4 % agreed that the information is timely.

In regards to having ever attended a project meeting, 41.3% of respondents indicated they had attended one or more open house, while 27.7% indicated they had attended one or more Citizens Advisory Committee meeting.

Respondents were also given the opportunity to submit comments regarding project meetings, and 104 chose to do so. When reviewed by theme, comments made by more than 10% of respondents broke down as follows:

- 25% made positive comments regarding meetings and/or project staff interaction at meetings
- 15.4% commented that decisions appear to be already made regarding topics presented at meetings (i.e. it’s a “done deal”)
- 14.4% commented that meeting times and locations are inconvenient
- 13% commented that they would like to/plan to attend a meeting in the future

Other comments included 8 % expressing opposition to the project, and 5 % stating that meeting notices arrive too early or too late, and 5 % stating they have been unaware of meetings.

### **Recommendations**

1. **Print mailings:** Continue to update database to ensure mailings arrive on time.
2. **Facebook & Twitter:** Publish more info faster to address usefulness and timeliness.
3. **Email:** Place more information re topic in body of email for people who do not want to click through. Send two emails re upcoming meetings—one 10 to 14 days out, one 2 to 3 days out.
4. **Website:** Review navigation for ease of use and expand the use of video.
5. **Meetings:** Be clear with attendees regarding potential for their input to impact project, or if potential exists. Generally educate stakeholders regarding at which stages specific input is most impactful to project (i.e. station location input versus station design input, alignment input, etc.).
6. **Flickr:** Raise awareness of existence of project Flickr site.

## Survey Findings

Significant differences in response rates for specific zones are noted.\*

### Usage of communication channels

Respondents were asked to indicate which communications channels they use to receive information about the project and were permitted to make multiple responses.

- Email = 62.1 % (355)
- Print mailings = 48.8 % (279)
- Website = 28.3 % (162)
- Project meetings = 20.1 % (115)
- Facebook = 7.7 % (44)
- Twitter = 3.1 % (18)
- Flickr = .2 % (1)

Significant differentiation of results occurred for Zone 8 respondents, with 76.3 % stating they receive project emails and 39.2 % (almost twice the average) reporting that they have attended project meetings.

Differentiation also occurred for Zone 5, where 74.1 % of respondents report receiving print mailings.

### Usefulness and Timeliness of Information by Channel

Respondents were prompted to separately indicate the usefulness and timeliness of information received via each communication channel by choosing one of five statements: Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree or No Opinion.

#### Print Mailings – 279 responses

Information is useful	Information is timely
<p>87.1 % chose an Agree statement. 10.1 % chose a Disagree statement.</p> <p><i>Differentiation: Zone 1 Agree rate (77.8%); Zone 3 Disagree rate (13.8%)</i></p> <ul style="list-style-type: none"> <li>• Strongly Agree = 41.2%</li> <li>• Somewhat Agree = 45.9%</li> <li>• Somewhat Disagree = 5.4%</li> <li>• Strongly Disagree = 4.7%</li> <li>• No Opinion = 2.9%</li> </ul>	<p>81.7 % chose an Agree statement. 12.9 % chose a Disagree statement.</p> <p><i>Differentiation: Zone 2 Agree rate (92.7)</i></p> <ul style="list-style-type: none"> <li>• Strongly Agree = 42.7%</li> <li>• Somewhat Agree = 39.1%</li> <li>• Somewhat Disagree = 8.6%</li> <li>• Strongly Disagree = 4.3%</li> <li>• No Opinion = 5.4%</li> </ul>

Email – 355 responses

Information is useful	Information is timely
<p>92.7% chose an Agree statement. 4.2% chose a Disagree statement.</p> <p><i>Differentiation: Zone 7 Agree rate (100%); Zone 8 Disagree rate (8.1%)</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 60.3%</li><li>• Somewhat Agree = 32.4%</li><li>• Somewhat Disagree = 3.4%</li><li>• Strongly Disagree = .8%</li><li>• No Opinion = 3.1%</li></ul>	<p>91.8% chose an Agree statement. 4.2 % chose a Disagree statement.</p> <p><i>Differentiation: Zone 8 Disagree rate (6.8%)</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 70.4%</li><li>• Somewhat Agree = 21.4%</li><li>• Somewhat Disagree = 2.8%</li><li>• Strongly Disagree = 1.4%</li><li>• No Opinion = 3.9%</li></ul>

Project Meetings –115 responses

Information is useful	Information is timely
<p>96.5% chose an Agree statement 1.7% chose a Disagree statement.</p> <p><i>Differentiation: Zone 3 Agree rate (75%)</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 78.3%</li><li>• Somewhat Agree = 18.3%</li><li>• Somewhat Disagree = 0%</li><li>• Strongly Disagree = 1.7%</li><li>• No Opinion = 1.7%</li></ul>	<p>90.4 % chose an Agree statement. 5.2 % chose a Disagree statement.</p> <p><i>Differentiation: Zone 4 Agree rate (77.8%) and Disagree rate (22.2%)</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 62.6%</li><li>• Somewhat Agree = 27.8%</li><li>• Somewhat Disagree = 3.5%</li><li>• Strongly Disagree = 1.7%</li><li>• No Opinion = 4.3%</li></ul>

Website – 162 responses

Information is useful	Information is timely
<p>91.4% chose an Agree statement. 4.9% chose a Disagree statement.</p> <p><i>Differentiation: Zones 7 and 8 Agree rates (100%)</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 64.8%</li><li>• Somewhat Agree = 26.5%</li><li>• Somewhat Disagree = 3.1%</li><li>• Strongly Disagree = 1.9%</li><li>• No Opinion = 3.7%</li></ul>	<p>82.7% chose an Agree statement. 10.5% chose a Disagree statement.</p> <p><i>Differentiation: Zone 4 Agree rate (55.6%) and Disagree rate (28.6)</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 51.2%</li><li>• Somewhat Agree = 31.5%</li><li>• Somewhat Disagree = 6.8%</li><li>• Strongly Disagree = 3.7%</li><li>• No Opinion = 6.8%</li></ul>

Facebook – 44 responses

Information is useful	Information is timely
<p>84.1% chose an Agree statement. 11.4% chose a Disagree statement.</p> <p><i>Differentiation: Zone 3 Agree rate (66.7%)</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 40.9%</li><li>• Somewhat Agree = 43.2%</li><li>• Somewhat Disagree = 9.1%</li><li>• Strongly Disagree = 2.3%</li><li>• No Opinion = 4.5%</li></ul>	<p>84.1% chose an Agree statement. 11.4% chose a Disagree statement.</p> <p><i>Differentiation: None</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 40.9%</li><li>• Somewhat Agree = 43.2%</li><li>• Somewhat Disagree = 11.4%</li><li>• Strongly Disagree = 0%</li><li>• No Opinion = 4.5%</li></ul>

Twitter – 18 responses

Information is useful	Information is timely
<p>83.3% chose an Agree statement. 16.7% chose a Disagree statement.</p> <p><i>Differentiation: None</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 27.8%</li><li>• Somewhat Agree = 55.6%</li><li>• Somewhat Disagree = 16.7%</li><li>• Strongly Disagree = 0%</li><li>• No Opinion = 0%</li></ul>	<p>94.4% chose an Agree statement. 0% chose a Disagree statement.</p> <p><i>Differentiation: None</i></p> <ul style="list-style-type: none"><li>• Strongly Agree = 50%</li><li>• Somewhat Agree = 44.4%</li><li>• Somewhat Disagree = 0%</li><li>• Strongly Disagree = 0%</li><li>• No Opinion = 5.6%</li></ul>

Flickr – 1 response

Only one response was received regarding the project Flickr site—Somewhat Agree the information is useful and timely.

**Overall Quality and Timeliness of Project Information**

Respondents were prompted to indicate the overall quality and timeliness of information received about the project with one of the following judgments: Very Good, Somewhat Good, Neither Good Nor Poor, Somewhat Poor, Very Poor or Don't Know.

72.3 % chose a Good judgment; 8 % chose a Poor judgment; 14.6 % chose Neither Good or Poor.

*Differentiation: Zones 4 and 7 had the lowest Good rates (62.9% and 60.9%, respectively), and Zone 7 had the highest Poor rate at 13%.*

- Very Good = 37.4%
- Somewhat Good = 34.9%
- Neither Good Nor Poor = 14.6
- Somewhat Poor = 4.4%
- Very Poor = 3.6%
- Don't Know = 5.1%

## **Project Meeting Attendance**

548 respondents indicated the number of times they have attended either a project Citizens Advisory Committee meeting or open house.

### Citizens Advisory Committee

- Never = 72.3%
- 1 time = 13.3%
- 2-5 times = 10.2%
- More than 5 times = 4.2%

*Differentiation: Zones 4 and 5 had high rates of Never attending (91.4 %and 91.8%, respectively). Zone 8 had the lowest rate of Never attending (46.4%), and the highest rates of having attended 1 or 2 to 5 times (25.8 %and 23.7%, respectively)*

### Open houses

- Never = 58.8%
- 1 time = 17%
- 2-5 times = 19.9%
- More than 5 times = 4.4%

*Differentiation: Zones 1, 3, and 5 all had Never attended rates of over 65%. Zone 8 had the lowest Never attended rate (40.2%).*

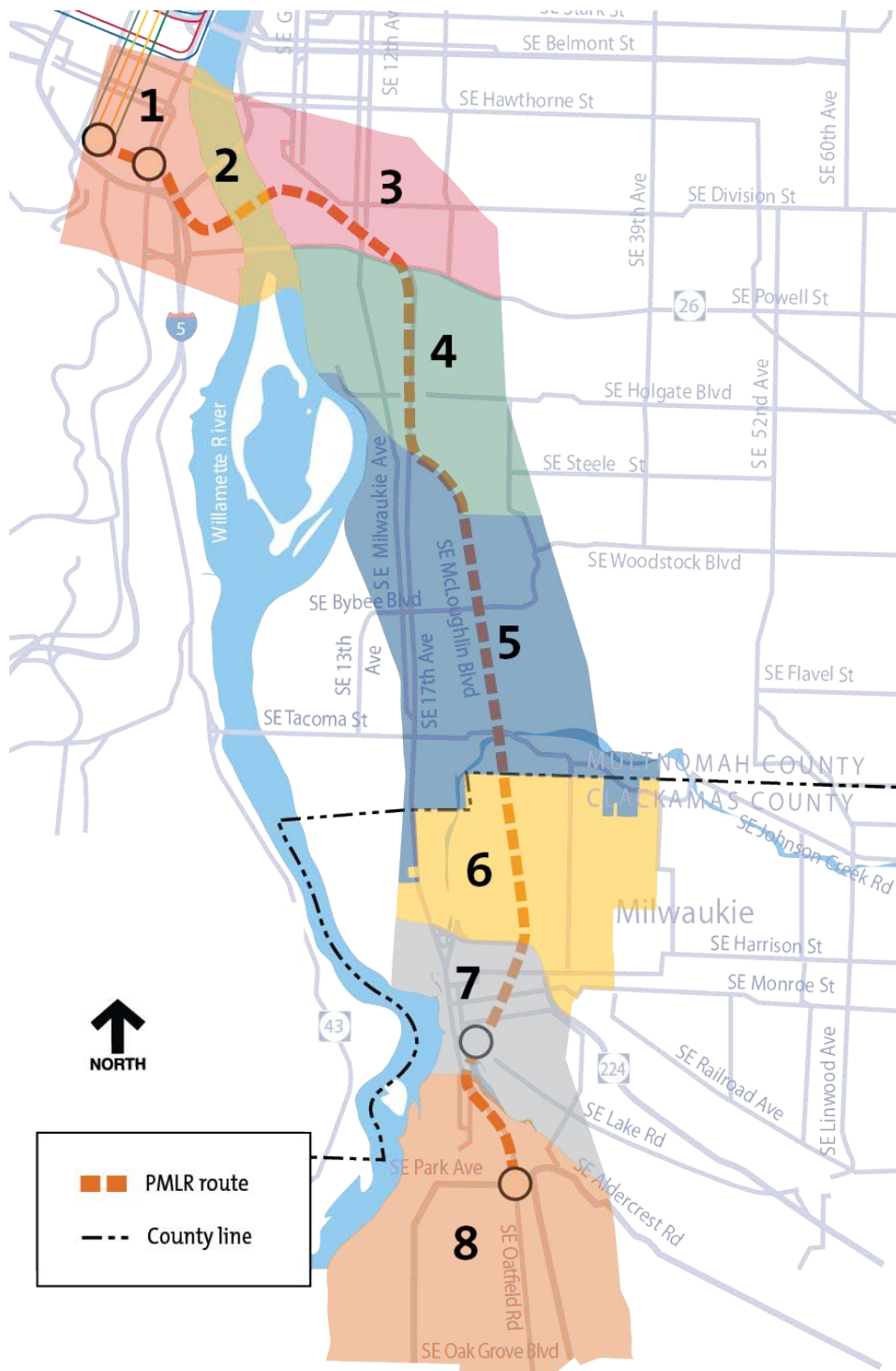
## **Responses by Location**

The survey asked respondents to identify which of nine zones they live in, with eight of the zones being along the project alignment, and the ninth zone, titled “Other,” being all locations outside of the eight alignment zones.

The single largest group of survey responders by location (33.2%) indicated that they live outside of the eight alignment zones, which does not preclude the respondent from owning property or running a business along the alignment.

Respondents indicated their location as follows:

- Zone 1 = 9.3% (PSU to westside of bridge)
- Zone 2 = 1.1%\* (Willamette River)
- Zone 3 = 9.1% (Central Eastside to Clinton)
- Zone 4 = 6.4% (Powell to McLoughlin)
- Zone 5 = 15.5% (McLoughlin to Clackamas County line)
- Zone 6 = 5.5% (North and Central Milwaukie)
- Zone 7 = 4.2% (South section of Milwaukie)
- Zone 8 = 17.7% (Oak Grove and North Clackamas County)
- Zone 9 (“Other”) = 31.2%



\* Zone 2 (the Willamette River between South Waterfront and OMSI) had a total of six respondents, and all six did not necessarily answer each question. This often leads to great differences between Zone 2 responses and the average responses for a survey question. Thus, where Zone 2 responses differentiated significantly from average responses, this differentiation is not noted.

# **Verbatim Comments from Survey**

#### Q4 Comments on Project Meetings

A lot of generalization. I'm tired of hearing that it's too late to change anything, especially since the funding doesn't really exist. Information is controlled by presenters cutting people off or giving short, harsh answers. Feels like they don't want to be bothered with concerns because it's a done deal.

A waste of time; it is apparent that no one really wants to answer the questions that the public has. Ask one person and they send you to another for the answer and that person sends you to another until out of frustration you just forget about asking.

All trimet's pr is window dressing. Trimet and David Evans associates are running this project for their own benefit. Any utility rendered to the public is strictly coincidental. This project is 100% pork. David Evans Associates should never get another public contract, and trimet's board needs to be replaced in its entirety. Spending the money on BRT would yield better result for less money.

Also receive information about what Tri-Met is doing via local CPO's and interested citizens. Hard to answer about the validity or usefulness of the open house meetings, because the issues have already been decided and citizen input is just a formality.

attendance was in previous phases of project which I why I marked "don't receive information" in the last two questions.

Born and raised in Portland, live full time in Los Angeles (horrible transit city). Keep an apartment residence in Nob Hill area on Lovejoy. I closely follow ALL things Portland.

But I intend to get more involved

Content well organized; presented by knowledgeable key staff,

Didn't know about them

do not get enough info to attend- a small pamphlet explaining the projects would be nice to have so if there are questions we know were to ask

Even through The Clackamas Co. Commissioners send me everything on the FOLLEY TRAIL, I a have never been sent info on meetings for TriMet and LightRail, I live right next to where UR parking Garage will be and would like the wall as high as possible, we get our cars and homes broken into, even my landscaping is stolen. I have strong concerns re: this project and would love to meet with you and even walk the sight.

feel generally adequately informed

Great opportunity to see the project progress and alternatives

Hard copies of meeting materials not always available.

Hope to attend one of the Citizens Advisory Committee meetings soon.

I always intend to go to the meetings but have forgotten about them by the time they roll around since the emails announcing them come two weeks prior. Sending out a second notice the day before wouldn't be intrusive and would be helpful.

I am planning to attend more frequently because I liked the open house

I appreciate the opportunity to see visuals and interact with people working on the project!

I attended a meeting last spring at Sellwood Middle School about the Bybee station. Liked the giant route map. The project representatives were quite accessible for one on one questions. I found the question and answer session hard to listen to - there were people there, who did not sound like transit users themselves, complaining about it being too far to walk a block from the bus stop to the Max station, too dangerous to use the Max stop at night because of exposure to criminals, that the proposed station design was too jarringly modern - anyway, the question and answer session seemed to be hijacked by people with an anti-Max agenda.

I attended several meetings at Portland Waldorf School three to five years ago where Trimet reps presented maps and plans.

I do plan on attending, just have not had the chance yet.

I do receive project information at the Oak Lodge Community Council monthly.

I don't go to these meetings anymore. Why go to a "rubber stamp" meeting where opinions that differ from Tri-Met are ignored?

I don't want to go out at night to downtown and try to find parking. I live on the east side and am unfamiliar with the otherside.

I enjoy forums like the CAC. It gives everyone a chance to debate and air ideas.

#### Q4 Comments on Project Meetings

I feel like everybody is very nice, welcoming, etc. BUT, it seems that all the decisions, or most of them, have already been made and the meetings are just a front-to make the public think they have some sort of say in certain matters. It has been VERY discouraging to me.

I felt I got the most out of the Open Houses.

I have good intentions and WANT to attend, but so far haven't made time.

I have received many notices of community meetings but haven't attended. I guess I depend on others to step up for me, sorry

I have some health issues which prevent me from going...one of these times....

I haven't attended meetings because my impression is that the project is a done deal and Citizen input is just for show

I learned a great deal by attending the meeting. I would go again if it happened to be at a convenient time in a location I could walk to, as the one I attended was.

I like to keep up to date on progress

I live in Milwaukie and I think this project is a colossal waste of taxpayers money, not to mention we have voted it down twice.

I live in the affected region on the new light rail project yet have never received any information about it. I would have attended any and all meetings however, this was impossible due to the lack of outreach to my neighborhood. I live at 1735 SE Franklin St.

I never hear about them in time

I plan to attend future open houses and CAC meetings when they fit my schedule.

I read the meeting minutes online.

I receive minutes of advisory meetings

I receive email the day of the event and have something already planned, or cannot attend because of spinal cord surgery, it would be nice to get the information a week in advance, unless they want us to not attend for their reasons

I sometimes feel that what is discussed and said in the meetings and agreed upon is never the same when implemented.

I think the Open Houses I have attended have been very informative and well-run. I've seen that the fact that Metro and city/county personnel are available after the meeting to talk with individuals has contributed to ironing out issues and confusions.

I tried to attend an open house @ St. Phillip Neri church, but there was no one there! There were two other people looking for it also - but, nothing!

I work evenings. By the time I receive the notices, it is too late to reschedule my work.

I would like to become a more active participant in the future.

I would like too!

I'd like to make it to a meeting or open house, but my schedule has not allowed it thus far. Sometimes because time of day, sometimes because of the distance (especially in the evenings, when the frequency of the buses drops off significantly).

I'm new to the area so not yet involved.

I'm not sure if the Advisory Committee wasn't an Open House, which would still be in the 2-5 times.

I'm not sure if there's a point to attending project meetings, at least for members of the general public, because TriMet is going to do what they want to do and I don't believe suggestions from the public are given much consideration.

I'm unable to attend meetings so I rely on e-mails.....

information is old.... I checked a few times. Same old information... not much happenings I suppose.....

#### Q4 Comments on Project Meetings

Input is seldom taken seriously on design issues, along with development alternatives. Tri-met and Metro have decided not to deal with salmon recovery (remove the dam and restore the mouth and estuary to some semblance of its existence in 1850, prior to settlement of locaion). Light rail, just like roads bring more development and exacerbates the problem. Cumulative impact is serious. Salmon are being killed by "death by a thousand cuts." No one action is cataclysmic, but combined they assure salmon will never return to this urban watershed. The county and ODOT are just as responsible and are not taking meaningful action since the NOAA/NMFS listing/rules posted in 2000 identifying the Portland urban area (Metro and its partners, in particular) as critical agencies in contributing to salmon recovery in the Willamette Subbasin, and the critical need for restoration of urban streams to increase habitat diversity for the species. Many of the streams can provide "backup" of habitat where fish are finding larger waters less friendly--such as the Willamette and Clakamas (especially during major storm events, these creek estuaries near the Willamette provide critical refuge, along with spawning and rearing functions.

It seems that decisions are made and citizen input is an after the fact matter.

Its appearent that you don't want public comment . If you listened to the public, this project would be cancelled

I've been wanting to attend a meeting for the past few months, but I keep being too busy. St. Neri's Parish is a convenient location for me, at least.

I've never been informed of a meeting.

Late to the game or would have attended more Advisory meetings

Loved it. Lots of good info,. Thorough.

More open houses, please.

Most of the important decisions about this project have been made before any of the public has input. This line will not be used by many people, will be very disruptive to my community and is being forced on us - it is a massive waste of money and resources.

my attendance depends totally on how far I have to travel to reach the meeting site. I don't travel far at night.

No one wants this light rail but buses need to go directly downtown as 40 used to go. It is too far to walk if you have age issues and unsafe to travel when little hoods frequent the line.

None, they are in the evenings and I need to be at home, by the hours that the meeting are giving.

Not for P-M Light Rail Project

Open Houses are great, BUT only if they are not repetitious. I have heard many community members from Oak Grove all the way into Portland, that some of the open house information is tiring to hear a second and a third time.

Open houses are not well timed for people in Washington County to attend.

Open Houses are self-serving Potemkin Village exercises.

Open houses have been very helpful, including a Brooklyn Action Corps meeting.

Open Houses seem infrequent, and the information that is presented at these meetings is hard to retrieve later on.

opens houses have been very useful because of the visuals and opportunities for Q & A

Project staff is always very well informed and surprisingly willing to engage with the public--even the cranks! The meetings aren't always at times I can attend, but they've been great for getting detailed information about how the project will work in my neighborhood.

Rose Villa on River Road is a convenient location.

Since you folks have blatantly disregarded the vote of the populus numerous times IE We flat out don't want light rail in Milwaukie. What good would attending a meeting do?????

The 29 Lake Road unfortunately doesn't run at night when you have the meetings. We are stuck at Clackamas Town Center or at Milwaukie Transit Center after dinner and the weekends and on Holidays.I have been in Johnson City for 16 years and am dependent on Trimet. Thanks

the information presented was misleading. Leaders did not want to acknowledge lack of citizen approval for the project.

The information was one sided. The citizen comments were ignored or trivialized. Speakers presented the attitude that tri-met makes every effort to communicate project information, which I do not have the time to go and search to see if there may be something happening.

#### Q4 Comments on Project Meetings

The meetings usually end up with more unanswered questions than answered questions. Maybe some of the meetings are premature relating to what phase the project is currently in. That has been my experience, although it is good to get citizens input and ideas.

The minutes distributed at the CAS meetings provide good detail and help me understand developments, current work, and the future timeline of PMLR. Thank you TriMet.

the open house made me feel like I had input. But now I am not so sure it was more of a 'feel good' measure put on by you guys to make us citizens feel like we had some kind of input. The results I have seen lead me to believe this.

The suggestion to eliminate the free rail area downtown is short sighted and without merit.

The whole Milwaukie Light Rail project is being shoved down our throats. Our voices have not been heeded. We voted NO LIGHT RAIL!

These gatherings are always informative and well run-- though I would have hoped for better attendance at some of the open houses/workshops by the general public.

These meetings are held on days that I cannot attend.

These seem well done.

They are run very well.

they tend to be on nights when I have a conflict

This whole project is useless, a true money pit. We don't have the funds, and it will only bring crime to our communities. WE DON'T NEED IT!

Times & locations are not convenient for my schedule.

Very Good in all cases. Only 2 criticisms: People are primarily visual---less talk (given the skill level of most speakers which is not in the realm of public speaking) and more slides!!!! Notification seems to assume that people can shift schedules on a dime---more than a week notice please!!!!

Very informative.

Very informative. Business-like yet friendly.

very productive in achieving the best possible scenario

Very well-prepared team there to present - I was really impressed with all the material and thought that went into the meeting.

We are a business that will be greatly affected by this project and was impressed that someone from trimet came out to our business to discuss how this will impact us.

We had a wonderful speaker come to talk to our office. It was fascinating!

What would be the point?

whenever a controversial question was asked that person was cut off and sidetracked so the answer was not responded to adequately. too many people around to really thoroughly discuss any issues in depth with consultants. Many people don't attend these meetings because they can't hear well, can't see well at night so don't drive at night and are intimidated by the crowds of people.

Why didn't you include in your lists of sources of information The Oregonian and neighborhood newspapers such as The Bee? I receive most of my information from them, particularly The Bee. Therefore, I do not believe that your survey is valid or can answer your own question.

With the flood of mail that I receive, I often delete trimet messages to save time. While I agree that print mailings is expensive and not good for the environment, I often read snail mail mailers first. Also for graphics and maps, I find that I do not comprehend them well when they are displayed on a 15inch screen. Past experiences with live-trimet road shoes is that the marketing hype is oppressive and I feel TriMet's goal is to snow me, educate me, but never ever to listen.

Would like to attend CAC but it conflicts with other meetings. Other opportunities for input and info seem to be sufficient.

Would like to attend.

would like to be sure there is very strong consideration for bicycle commuters.

You already know what you're going to do, it doesn't seem to matter if we go to the meetings or not.

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

**Q5-Very Good**

A bit more detail on the timelines for construction would be useful.

A phone number to call and either reach a person, or get current recorded info. Bill Board Signs

Am very pleased with the way the information is provided at this time.

As the project progresses, monthly updates via e-mail and the Web would be helpful in understanding the various stages of construction and how they will affect transportation and our daily lives in getting around the city.

Build it and run it. I'm happy.

Can't think of any way to improve; you keep me informed by e-mail in a timely fashion

Could you have some DAYTIME Community meetings? It is impossible to come when you don't have Transportation.

Doing a good job.

Don't have anything at the moment

easy way to access meeting minutes if even available

For me, the most informative means of communication is the streaming video of the construction. It comes in 10-minute snippets, but it is great.

For me-attending one of your briefings would be a good idea. I live just off the proposed route and could ride the rail to attend events in the city.

Given all the methods and means I know to have been used to reach or obtain input from the affected public, I am at a loss to know how to get better results generally. Perhaps more extensive networking (or liaison) with existing networks-- eg, churches, PTAs, fraternal orgs, civic or workplace groups-- could have reached deeper into the community. In this area (Oak Grove), I think staging monthly meeting of the neighbors most affected (Park Ave Station/Silversprings Neighborhoods) by the Oak Lodge Community Council was especially effective.

How about some donuts. Sorry, I could not help it. Really you are doing a good job.

I actually got the most information from the TriMet employee who attended my neighborhood association-sponsored ice cream social (Brooklyn, Sept.). She was knowledgeable and attentive, and answered all my questions with a cool map of the Brooklyn/17th Ave. segment of the project. Those kind of contacts are really meaningful to me.

I am very much liking the weekly video updates. Keep it up. Get the construction folks involved at the superintendent - field engineer level.

I believe Tri Met leverages other community meetings and functions to outreach to affected parties - this is very effective and keeps projects in the forefront of citizens.

I cannot think of anything.

I find it adequate

I have none at this time.

I have not visited your flicker page, so I do not know the extent to which you are documenting the project in pictures, but I always appreciate being able to see what is happening. The web cams were a great idea, I check them often!

I like the personal contact we at American Plaza have with DeeAnn Sandberg. She has made MAX addition on Lincoln Street, bordering our campus, understandable. Her support, help, communication, etc, is making this transition much easier and palatable than it might otherwise have been. My recommendation? Everyone should have a DeeAnn Sandberg!

I like what you are doing now.

I live in the American Plaza. Much information has been made available

I prefer to keep the information digital, but otherwise I think the city has done a good job keeping people informed.

I think it's vey well done.

I think that possibly there could be more project information on the advertisements inside/on the buses and trains themselves.

I think the Emails are just fine. i would think they could be more frequent with updates but overall fine.

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

I think TriMet is doing a good job of providing the community with information about the project. I appreciate the regular email reminders of meetings and staff openness to questions. I can't think of any major changes needed.

I think TriMet's multi-pronged strategy for providing project information is already pretty effective. From Twitter, for example, I receive information not only right after it's become available, but it can direct me to other resources, such as websites, public meetings and open houses, etc.

I think you are doing a good job at that.

I think you can be proud of your outreach. Any ignorance is due to apathy and inattentiveness.

I wish there were a little more information in the e-mail notices...as well as the link to the details on the website. It would be nice to get the bulk of the content in the e-mail, then link to the website only if there were details I wanted.

If affordable, information advertisements on television would also be vastly helpful

I'm not sure what could help those who always seem to fling the "B" word (boondoggle) at any transit rail project, for example, in letters to the editor and online postings. I'm not even sure they're living in the same dimension of reality as the rest of us. There's one thing, though, that could help. That's if someone could track the letters to the editor and other similar venues and be ready to respond publicly in the same venues to the most egregious and common pieces of misinformation that show up there.

Include previous timelapse videos in addition to the current ones.

It would be helpful to have info handouts on bus routes that intersect with the PMLR route, e.g., the #70 and #19 that I use frequently. They'll be my access routes to the new Max line.

It would be helpful to know who to email to provide input on project. For example, pedestrian/bicycle bridge at 13th/16th Ave (E of planned Clinton St station) has been cut. But expansion of Brooklyn Yards activity has resulted in increased UP train blockages of 12th/13th Ave. Without pedestrian bridge, riders will not be able to access station when trains are present. I have actually observed people climbing over trains that are blocking the intersection. This will get worse when people find themselves cut-off from Trimet trains. Who do I email with this concern?

I've had ample mailings, have seen the display at the Milwaukie Farmers' Market, articles and notices in the Oregonian and Portland Tribune. I don't know what else you could do.

Keep up to date information about project schedules and activities on the construction web site.

Less time on oral presentation so that there is more time to circulate and receive info that way

Make it more intuitive to find the cameras for the new light rail bridge project. The time lapse speed is a bit too slow.

Make sure to communicate road closures, etc. in advance with suggested alternate routes coordinated with other road construction activities in the area.

Maybe a more visible general information campaign. I talked to someone on the bus who wondered if the barges in the river were to drill for oil. I told him it was footings for a new bridge. I wonder how many other people have no idea that the project is moving forward into construction.

maybe consider providing info on trimet buses, max, and stops/stations.

Maybe in the email alerts when you remind people of the upcoming meetings, you could give a brief list in the body of the message of specific topics or areas of interest that will be covered in the meeting. Right now you have to click on the link to get more details. It would be nice to see some more info immediately without having to click the link.

Maybe posters at bus shelters in Milwaukie

Maybe TriMet could post videos of the meetings online? That way, if somebody wants to come to a meeting but isn't able due to scheduling conflicts, he/she can watch it online.

Moderators at open houses to limit discussion to current project status, not to rehash the need for MLR.

More advanced notice about upcoming public meetings

More photos and maps would be very helpful.

More project status updates via email?

More promotional/informational articles in the Oregonian, especially in the Community news section.

<b>Q5 rating by Q6-Suggest ways to improve the methods used to provide project information</b>
more video updates online
More/better information for the visually impaired.
na
No suggestions necessary
No suggestions.
No suggestions...
none
Organize the information better. Try on the "savvy and somewhat informed citizen" hat and from that viewpoint please clarify what each advisory and committee meeting will be determining, and include or link (in one step) to the results/status of previous meetings and decisions.
Personnel e-mail chains from locals rather than mass distribution. More notices at local events and shops, and restaurants. It would be nice if meeting times were not always evenings, perhaps a few morning, weekends for those who work nights.
Please don't send so much paper mail!
Print mailings. I do not have email or cell phone or website.
Seriously? A whole survey about the project information system!?
Signs in locations where they make sense, like the Springwater Trail
Since I receive the e-mails that is fine with me. There could be more info on how the sides of the Trail will be beautified as right now it is unsightly with gravel at the sides of black top and not very much like a nature trail as it used to be. Even with all the pot holes. At least put some barkdust on the sides. of the balck top and even up the sides to the Trail not making it drop off into a ditch. Atleast I am hoping these improvements will be made. And stop cutting the trees. That's what our area is known for....Thanks
So far, you're doing a good job. Your project people are easy to communicate with and I feel confident that they see "both sides" and that they're eager to do whatever they can to make the new project workable.
the trimet homepage could include obvious links to this information - that would be helpful. Also, the Brooklyn Neighborhood produces a monthly publication and has an association. I can't remember if you communicate through this channel or not, but most of us read it regularly. Looking forward to having the project done and the lightrail running!!
The website desperately needs to be simplified and broken up into more manageable pieces. Yes, it has "everything" about the project. BUT it is very, very difficult to find "specific" elements one may be interested in finding. It's great for "hunting & pecking" and for just "exploring" to see what's there. But it is not a simple website formula. Way too complex to be useful for most people. Simplify, simplify. This could mean have different addresses "only" for the bridge construction. Or "only" having an address for the Milwaukie to Park Avenue segment. Simplify the navigation!
This project, like the I-5 Bridge Project, has had its twists and turns due to politics. I recognize that it's hard to provide information about the moving ball, so to speak. That's not caused by the communications team, but it is a challenge for you and a challenge for us to keep up.
This survey was hard because it covered too long of time frame. It is sometimes hard to remember your source for information over a couple of years. Asking how you received information at a meeting would be much more accurate. I would not put much faith in this survey if others were as uncertain of their source of information as I was.
Timeliness is not a particularly relevant question as people have to self-select in order to receive information. Those unfamiliar with TriMet projects or ongoing Light Rail construction are left out of the loop. Why's there been no media coverage? TV adverts? etc.
video clips from project team at various phases of the project.
Video downloads are very slow. Not sure if this is your problem or mine.

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

You are doing a good job keeping the people informed about the project itself. One thing that it would be super if you could do a better job of informing people is when there will be detours to the Eastbank pedestrian/bike path due to work on the light rail bridge. Often times, this is only communicated by signs on the path, but signs -especially small and/or lengthy ones- are hard to read when one is zooming by on a bicycle. I would really like to see those path closure notifications go out to people who have signed up for the e-mail notifications.

You are doing a great job, as far as I am concerned. I did not realize you had a facebook site. I will check it out.

You are doing a great job. No need to change anything.

You should send to those on your email list links to the facebook page and twitter feed, etc.

You will never meet everyone's needs, especially those downtown Milwaukie residents who wish it stayed the 1950's. Keep plugging away with the scattershot info, I'm receiving enough to feel reassured. Please keep The Oregonian informed (not that you could keep them out) as plans change; I get most of my info through them and the Milwaukie citizen newsletter.

Your doing a great job

You're doing great.

**Q5-Somewhat Good**

1. Longer advance notice of public meetings 2. Eliminate web based presentations to get feedback!!!! Meetings provide needed interaction.

A little more attention to neighborhood-specific information, particularly those effects that are transitory or short-term vs. those long-term or permanent

A point person who can be asked questions by phone.

A Updat button on the PML web site that would have the most updated info easy to find

All information seems fine, and timely.

At first, the Oak Grove area was totally left out of the process but Oak Grove people put pressure on the project leaders and got them involved.

At some point, aren't you going to need to do a mass mailing to garner community support, and get people thinking about riding the new line?

Better descriptions of the current construction happenings on the website would be nice.

Better organization on website might be useful in determining changes as they come up. I have noticed that after frequent perusal, I find changed items deeply buried.

Clackamas Review newspaper

Consistency with timing of information.

Don't have any. People interested can get the info in a variety of ways. Others just don't want to be bothered

Firstly, as I live in Milwaukie and have discovered that most residents, or many, had no interest in having the light rail go beyond Lake Rd. or even having the light rail come to Milwaukie (as the no.33 bus gets into Portland in 20 minutes) - TriMet just went ahead anyway. One of the city councilors told me that even after 2 bond measures that said Milwaukie didn't want the rail, the rail is still going to be put in. Odd. I feel that the meetings and information are always "after the fact" and feel discouraged that the people's voices are not really heard or considered. The families that have already lost their homes in Island Station in the city of Milwaukie or the families who will have to live with continuous noise after the rail goes in.....well, I guess TriMet just has more power and wants to exert it. Too bad for us, eh?

Generally pleased overall. Problem with process of selecting art for MAX stations. Don't believe TriMet is responding to feedback about art. Process of art selection not communicated well.

Graphs and updated charts on the evening news. We had a good lightrail system from Portand to Oregon City many years ago, so what happened to it?

Hand out more flyers at max stops

have no suggestions to offer

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

I actually get more information from the neighborhood newspaper than from Tri-Met. The neighborhood newspaper is not always correct and only comes out once a month. It would be nice if Tri-Met sent out mailings about the major steps of the project. For example, recently barges were in the river testing for footing locations, didn't get any mailings from Tri-Met. Would have been nice to get a postcard in the mail saying that work was going to occur.

i believe trimet needs to pay more attn. to public concerns.

I check Community Newspaper such as The Sellwood Bee for neighbourhood information. Those papers may be useful for residents who are not so familiar with Social Media.

I choose to not do social media. I get too many emails and so end up discarding them un-read or not reading in a timely fashion. Regular print mailings are the best way to get information to me and I suspect many other citizens. I am most likely to read all the way through print media. Please continue mail as an option. Even a post card which says "call for a paper copy" is a better option than no print media at all. Your office was very responsive when I called for this paper survey. Thank you and keep it up. ps a smaller envelope would have saved you a little.

I don't think that citizens have much true input into the process, so it probably doesn't matter.

I feel that we are far beyond the time for any citizen input on this project, so what I look for is weekly or bi-weekly progress reports. As to projects in general, I also feel that citizen input on projects is generally ignored unless the person carries weight in Portland, Multnomah County, or the state, or comes as a coordinated effort from a significant group of citizens.

I still find the information regarding how this project will impact my neighborhood (Brooklyn) somewhat vague. I would like a better understanding of how the traffic flow will change during utility relocation and a more specific timeline for construction, etc.

I think that there could have been better communication EARLY on about how high the tracks in the Milwaukie industrial area would be off of the ground.

I think you're doing what you can. If people are interested they can always find the info on the web. I don't think there is any reason to increase mailings or information---people tend to be involved if they want to be.

I was never given the opportunity to sign up for email notifications which would be nice. I do appreciate the mailings, etc. and have had good responses to my concerns with regards to how this affects my business on SE 17th.

I would love to see more information from the contractors themselves, eg. "Today we're pouring concrete and installing trackbed". Also, I'm a sucker for photos and video. I love the bridge construction cameras, for example.

I'd like to receive info by email

I'd like to see lots more photos and videos of the construction in progress. When I bike across the Ross Island Bridge (aieeee!) I can look down at the transit bridge construction but it's hard to see much from there. I'd like some photo highlights picked out in the Twitter stream for the project, too. The information I wanted first when looking at the project web site included things like "where exactly will the new line go?" and "when can I expect to start using the new bridge and the new line?" Those details are present, but not easy to find on a first visit. For the line route, I'd especially like a map in a format that I can use with other tools--probably a Google map, as long as it can be exported as a KML file or used as a layer along with other map data. I didn't realize you have a Flickr stream until I took this survey, so maybe that could be a little more prominent, too? Although I don't know how, since now that I look again it's right there with the other social icons on the project web site. I like the idea of the BridgeView video interviews, but the execution in the first two hasn't been what I hoped. They came across as "Here's what we're doing and we're doing it because it's best, but we aren't going to tell you why." I like the bridge location and the

It has felt hard to get detailed info on what the exact plan is. The plan is very vague when it is communicated. We try to stay on top of where the light rail is going to be but can't get detailed info.

It's a hard one. There are so many access methods these days and not everyone has the skills, equipment, time or interest to search from them. I just like to read something hard copy in front of me but know that is not the most sustainable solution but also that the costs of smartphone data plans etc is also not economically sustainable for more and more folks. Keep up with what you are doing as if I wanted to find out what is going on, you are providing many ways. Thanks

<b>Q5 rating by Q6-Suggest ways to improve the methods used to provide project information</b>
Mailing to house is more useful to me than other ways of communications
Make the facebook page more obvious. I didn't even know it existed until it was mentioned in this survey. Buy a community ad on the sidebar or something, just try to get the word out. It can't be that expensive if they're offering ad space to ME of all people.
maybe you already do this, but a table with good graphics ( a big map with estimated completion dates of different segments of the project) at events occurring near the project (farmer's markets, street fairs . . .)
Meeting was set up to lay out and explain the project. However, the one was that it was already a done deal. There was audience anger.
More about the time line and progress
More advance notice on open houses, with reminders.
More computer visual "what could be possible." Such as a couple I have seen at meetings. What a street currently looks like, then what it "could possibly" look like with all the different changes that we could be implementing.
more events and open houses where the general public can talk face to face with project staff.
More frequent e-mails. More detail.
more frequent media updates, updates on the boards that give the times and info at max stops
More frequent open houses, and regular up days to documents presented at these meetings online. Open house information, or current program information should be obviously linked on the project website as well.
more info in the email, so click through to the website is not required
More informal road show-- booths at transit stops or outdoor malls or the grocery store. Churches, school, clubs.
More pics please!
Newsletters seem spuratic. Get a bunch in a short time frame then nothing for a long time. If the went sent on a regular baises (i.e.: monthly, bi-monthly) would make me feel more informed
Newspaper articles re: progress of the project, expected time lines, anticipated traffic delays/detours and overall goals of the light rail line (including maps) would be helpful. (Clackamas Review, Oregonian)
PDF email newsletter
People in younger demographics are much more inclined to use social networking tools such as Facebook, Twitter, or Google+. The simplest method to communicating these types of projects would be a small postcard with a brief, relevant overview of the project, a few key bullet points of interest, and finally end with internet links. Consistent mailings, many would say, are a waste of money and resources - it would be better to simply direct people online.
post flyers on buses in that area
Post proposed changes in cafe's
Presentations at the S.M.I.L.E. general meetings on the 1st Wednesday evening each month.
Right now, you're using the best tools available for direct contact.
Seldom have I seen news coverage on the TV and I think that would be a good way to update a larger amount of people about the project progression. Newspaper updates have been more often, but could be in more detail in it's updates.
Stories or ads in The Oregonian
Television...Oregonian...Local paper Clackamas Review...
Thank you all for the work that you do. I beleive the information proided is valuable even though as of yet I have been unable to attend a community meeting. The delivery via email is effective the timeliness of the information is entirely at my end. I receive so many emails that I often have to postpone opening them until time permits and hence I may miss deadlines. With mailed material I pick it up and scan the piece as it arrives. I like being kept updated if only on the edges. It is my goal to get more involved.

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

The information is being provided through print and electronic means. I don't believe there is anymore way to improve communication other than providing it in a timely manner that allows folks to work their schedule to attend a meeting or open house.

The project lead needs to develop a point person to bring "meaning" in a positive manner to the project. Something in the nature of a mascot or person of interest that can "sell" the project. Timely updates reflecting the end date and current level of completion. Get the schools involved all the way from pre-school to university level. Sell the positive and attack the negative.

This is the first i have noticed meetings about this light rail project separate from the local SMILE meetings.

Those of us on the west side are kind of feeling a bit left out of the process. I work in PSU's Art Building, right next to Lincoln, and only just recently learned about the timetable for closing and demolishing the Candlelight building. Real, definitive, close-in maps of what the route will be, when structures will be removed, and the like would be incredibly useful to those of us in the area and has been lacking. The east-side information is great, though.

update your website once in a while. It has the same old yarn from awhile ago. Meanwhile, the Trolley Trail progress appears to be way behind schedule, and I see nothing on your website about that.

Use newspapers more for information.

We have a lot of folks in Oakgrove who don't like lightrail. The problem is they never have had to use public transportation. I am very pro lightrail and wish I had a stronger voice for you.

Web site is hardly ever updated. If I want to dig deeper much of it is old and outdated and I can't find the latest. If I just want to see renderings of proposed line stuff I have to go through a slideshow when all I want is to see the photos/renderings not wait for a stupid fancy special effect to load and launch. I'd love to see a page for each meeting and open house with links to the files for the handouts and displays, some photos of the event, and maybe a summary. A timeline with next steps would be good too.

what project?

Word of mouth, radio/news, billboards.

Would like to see all updates (schedules, permits, etc) to the overall schedule broadcast on the website or email as well as "upcoming week" information. Better long range planning for business.

Yes, Tri-Met has communicated in a timely manner that, although I live in Westmoreland, an area that should be served well by this project, how useless the Portland Milwaukie Light Rail will be for me due to the lack of convenient stops and the absence of a good connection to the red and blue lines.

**Q5-Neither Good nor Poor**

A small mailer with ALL the info that pertains to the light rail. That way someone could look back at it if they need too.

All I know is that the light rail is "about to go through my office building" and we are a small business that is trying very hard to survive this economy. We have not yet found a place to go (I understand we were supposed to have some help in locating a new affordable space and it appears nothing at all is happening on that front) In the meantime 5 employees and 9 years of the inventors life and resources are on the line as this Trimet project comes nearer and we are in our high season trying to stay on track with production. It is hard to sleep knowing I might not have a job in 45 days or so. And that this whole business may go down because of it. I am all for public transportation, but take care of your small business folks. We have families and require dental care and healthy food too.

Be concise. Use other's time wisely.

Don't force the project off on us in the first place, then it doesn't matter. It wasn't approved by the voters, so don't do it. Simple enough.

E-mail. A person to ask specific questions or for nearby property owners.

For me, the main source of information about this project is newspaper coverage of the project, in either The Bee or The Oregonian. I do not participate in Facebook, Twitter, or other social media, and I vigorously try to limit the amount of 'spam' email that I receive.

<b>Q5 rating by Q6-Suggest ways to improve the methods used to provide project information</b>
Give the public more input on what goes on with the PMLR project. Update website and methods of communication quicker
I deal with TRIMET staff directly, so that is how I am kept up to date. The website was a good start for when I needed to learn about the project.
I don't use facebook and other networking sites. email is best for me, but possibly a listserve or blog type site would be useful.
I like getting updates via facebook, but would prefer to have information targeted to the things I'm interested in. I row, therefore I'm most interested to the impact to travel on the river with the restricted passage. It's scary and feels dangerous so would like more information on the hours work starts, if there is anything different or more dangerous happening on a particular day. Would like to know that the workers are aware of small boat traffic, etc.
I live in Milwaukie and I think this project is a colossal waste of taxpayers money, not to mention we have voted it down twice.
I look at the website, and if the answers to my questions are there, I sure can't find them. I steer a dragon boat carrying 22 people and it is important to me to fully understand what the structures there are doing, when to expect changes, how to navigate safely and how to be courteous to the workers. It would be helpful for me to better understand the details of what is going on there: what is the equipment, how it is used and for what, to better understand how things might move and change and what the risks are. If I could get more information, I'd be glad to share it with our large (almost 200 paddlers) group.
I would be nice to have a more detailed plan of the route, stations, etc. sent via USPS mai. I feel like most of the info I get is from the Sellwood Bee.
I would like to receive email messages for information about this project rather than print mailings. How do I get onto an email distribution list?
It would be nice if the mailer would include information for opting into email updates and unsubscribing to the mailer.
it would be nice to have a projected map with projected stops and increase/decrease projection of traffic effect along the new line. I feel fairly uninformed even with the mailings.
More information should be printed in newspapers.
Most of the communications are rather terse. Saying a little more would be interesting
n/a
No suggestions. Importantly, the suggested elimination of the fair free area in downtown is short sighted and without merit.
Print info to buildings, residences, apartments, condos, etc. to be posted in lobbies or on front doors, clearly stating plans, definite dates and other real facts regarding this project.
Put the money where it will do some good and give this up. WE DON'T NEED IT! Rebuild the Sellwood bridge for some increased traffic and leave our communities alone!
Restore answer from Q4: information is old.... I checked a few times. Same old information... not much happenings i suppose.....
Tell it like it is and quit skirting around the bush.
Update the progress and plans as they happen(when possible).
We have told you guys numerous times, WE DON'T WANT LIGHT RAIL IN MILWAUKIE
Would be helpful if you could make yourselves more available for coverage in the local print media. I tend not to read fliers in the mail so much, but if the Oregonian or Willamette Week has something to say about the feasibility or desirability of the project, I'm likely to read it.
You could allow a user to put in their address (work or home), and then bring up changes that will be made within a 8 block radius from them.
You should do a better job of disguising the facts that decisions have already been made "somewhere" and the organizers are looking for the correct answers to focus on while pretending they actually originated within the public meeting.
<b>Q5-Somewhat Poor</b>
before I was relocated was told of expected dates and always the deadline would pass with no further information exchanged. I had to constantly recheck to find out how things were ACTUALLY progressing.

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

doesn't matter, you'll do your way anyway.

Give the community the feeling that their concerns are valid. It serves no purpose to tell them that they are listened to and then to continue to do business as usual. For instance, I am absolutely appalled by the "baby deer" artwork, and yet, I am fully convinced that no matter how much the community voices its dislike of this particular piece of artwork, the project will proceed no matter what. Likewise, I am absolutely opposed to the removal of the tress along McLoughlin Blvd., despite every promise to replace them with 516-whatever-more-trees. The only way this concept would work for me would be if the replacement trees were of a similar circumference, and not the twigs that will be planted. So, trying to identify ways to improve information sharing is only a small part of the whole picture...

I have received very little information on the project and would like to be more informed.

I'm more interested in information regarding the construction at and around the specific stations in my neighborhood. The bridge and overall construction information is irrelevant to me.

Inform about progress more in neighborhood newspapers, such as the Sellwood Bee.

More information should be in depth. Provide links by email to this in-depth type pg information. Have more meetings during daytime and week day times.

Since funding has not been appropriated for light rail to come all the way to Milwaukie, I suggest that it stop at Tacoma. also the bus lines work great. they do not get stuck in traffic very often. I do not believe you have had very many complaints. Therefore I believe it is far more economical to stop at Tacoma. Milwaukie does not need the Max. Howard Lanoff

There is truly NOT a blanket mailing of information to all households. (Half the block received mailings and half never did.) Perhaps a mass mailing to each apartment address and each house address at least a week before events. Maybe large street banners (like Milwaukie Days and Chattauqua Festival) announcing where and when light rail is coming and listing a web site address to learn about meetings . Newspapers, radio, television.

Use neighborhood association meetings. Involve us before the decision is made. The Bybee station has been a disaster and will be fatal if busses stop at the top of the bridge without pullouts. Even better, put the stops at either end of the bridge, not on top!

We don't need anymore light rails since trimet refuses to provide security on the ones that already exist.

Weekly displays at Milwaukie Farmers Market; traveling show to take to churches, legion meetings, have at Ledding Library and elsewhere, and to the Milwaukie Center.

**Q5-Very Poor**

Basic information needs to be shared. I can't wait to use the light rail, because it will allow me to use public transportation to get to work (hopefully). I have no idea when it will be up and running. Does the whole project have to be done before it is operational for some? Last spring, I only got information about the construction zones by either going on my running route or driving home, being stuck horrendous traffic. Even when I try to go to the website, I still don't get basic information that I need.

**CANCEL THE PROJECT!!!**

Have meetings where the conclusions are not determined before the meeting by interests other than the people directly suffering by the decisions made.

I feel that a disservice has been done in the mixed used industrial-residential area that I live in. There are a number of other residential households on the east side of the train tracks that are going to be very directly affected by the rail yet no outreach methods have been attempted by Trimet that I am aware of. If find this particularly discouraging considering our proximity. Please reassess the affected zone and include these homes in the mailings lists and all other public information sessions.

I have had many presentations made to me during meetings of the neighborhood association. Often times the presentations are amateurish and uninformative. The collateral materials the presenters use are very often inadequate to share critical information of the project.

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

I would like email sent on meetings , my email address is nancybushly@comcast.net. I fear this project will decrease my homes value and am worried as the CCC office is bent on the turn around at the end of our street. I believe it would be better to turn in downtown Milwaukie. They know the crime Lightrail has caused and are placing an even heavier burden on Clackamas County Sherriffs Office, They never take calls from their residents or handle our concerns, I hope Trimet will remove them and help the rrsidents that will be impacted by this project and come visit us. My phone # 971-645-5338 I live ay 12921 SE 26th Ave. Milwaukie, oregon. I believe you should buy our street as well as our homes and make UR project even larger. This would give us the opportunity to get the hell out before we have our lives destryed by this project. I am very concerned. Please call me, visit me and place my heart and mind to rest, or buy or 5 homes on this dead end street and build a larger garage for Autos. Best Regards Nancy Bushly

I would suggest that PDX-Milw/Park Ave LRT efforts are probably more effective than my experience with the Westside Light Rail, with regard to neighborhood planning and making efforts to realize true TOD development during/after completion of the light rail. Part of the problem is that Clackamas County got into the "fray" later in the process when the LRT line consideration was extended to Park Avenue. Had it stayed in Milwaukie, the rest of the county would not have probably cared as much about the project. Now, the project being in Clackamas County jurisdiction has spawned (no pun intended) consider opposition, causing Urban Renewal to come into the limelight as the funding mechanism for the county's contribution to the LRT project (\$25M), a promise not clearly agreed by the populace. The November election will tell. One of the primary reasons I am opposed to the LRT project is because of its unnecessary impacts on Kellogg Creek (new crossing and refusal to fix salmon access to the watershed, and restoration of the estuary). AND the Metro N-in-N Capital Grant to "fix" drainage at the Park Ave. LRT station was a slap in the face by Metro and Tri-met wanting to push a 1,000 space car parking structure on top of the drainage ravine--a year-

Mailings would be nice 2 weeks in advance, we all have busy lives. Email one week in advance so we can plan ahead to attend. I get the the day of or the day before

My ability to get back and forth to the office where I work is being negatively impacted by construction. We haven't received any information about that. I went to trimet.org/pm as indicated on a recent mailing that provided no information other than to ask me to take a survey or visit that website for more info. The site seemed badly designed, without much information and just a bunch of things to click on for bits and pieces of information, including videos--I don't have time to watch videos. I can READ lots faster than it takes a video to tell me the same thing. I realize we are living in an increasingly illiterate society, but there are still a few of us who can read.

Provide real data on costs, benefits, finance and timeline.

Provide real information - not the PR slanted information. The emails would be better if they actually included information instead of just announcing the meetings or referring to the website.

Restore answer from Q4: Why didn't you include in your lists of sources of information The Oregonian and neighborhood newspapers such as The Bee? I receive most of my information from them, particularly The Bee. Therefore, I do not believe that your survey is valid or can answer your own question.

Send e-mail, place posters on roads

Send residents detailed mailings. Do not assume that everyone has internet access and is capable of navigating large orginations websites. Respect that a lot of people work and have families not a lot of extra time to search for information that others have compiled. Not everyone affected has the time to attend meetings that are ineffective and where attendees are treated like idiots.

The PMLR project tends to hide its public choices and only advertise what TriMet is doing after a decision has been reached, eg the hideous dear baby in Milwaukie had "public input" aka meetings at times that people were working with just a small number of the public present. Ditto cuts to the project were made without input from the public.

We don't want the project and all the crime it will bring into this area. You don't listen to the people that live in this area, if you did, we would not have the max line.

Why? Because you do not listen to the citizens you provide service to!!!!!! NO LIGHT RAIL to Milwaukie!!!!!!

**Q5 rating by Q6-Suggest ways to improve the methods used to provide project information**

Your entire approach stinks. You insist on giving the public what you want, not what we want. I've asked why, when the shortest distance between two points is a straight line, the route takes a detour to the south, serving david evans associates HQ at sw front/moody at the expense of making the bridge to OMSI longer and more expensive than need be as it heads back north to hit omsi No answer. Never. Trimet has no credibility, and 2 houses need to be cleaned-trimets, and david evans associates.

**Q5-Don't know**

Because of this survey, I discovered your facebook page of info. I happened to be looking up info yesterday on the new bridge, and it was tough to find current info. However, your facebook page has tons of info about the process. Excited to read through it, and finally feel connected to the progress of the project.

Email and website.

I have recently been added to the OLCC email distribution list. I choose not to have a facebook account, or a twitter account. I do not purchase the newspaper nor listen to the news. (at least not until they become less manipulative and more realistic) The email that OLCC sends out helps to keep me informed of what is going on in my community.

I like to receive updates via TV news.

I read the Oregonian. Have the Oregonian provide progress blurbs occassionally.

I see info at the Milwaukie's Farmer's Market too- that is probably where I find out the most. I feel so busy that I often don't read my mail for many days. Perhaps flyers at the library would be good.

I would find useful emails or direct mailings.

Include meeting agendas, summaries, and project timelines in emails.

It would be helpful if TriMet include more information in the body of news emails as opposed to a teaser with a link.

More updates in the newspaper.

Put it on the TriMet website? Or put posters in TriMet bus stop shelters? In any case, there's probably not a lot of reason to just randomly send out postcards saying, "We're working on it." Doesn't seem like a good way to use budget money.

Send an update in the mail.

# **Survey Instrument**

# Portland-Milwaukie LRP Communications Survey

## Your opinion counts

Thank you for participating in this brief survey regarding the communication efforts of the Portland-Milwaukie Light Rail Project.

Depending upon your answers, the survey should take 5 minutes.

Please be assured that the answers you give will be kept strictly confidential and will only be used when combined with the answers of others.

At the end of the survey, you can enter your contact information for a drawing. One 1-Day Pass will be given away as well as two runner-up coffee/tea mugs (16-ounce mug decorated with artwork created especially for the opening of the MAX Green Line). The drawing is limited to one entry per person. Employees of TriMet, Clackamas County, City of Milwaukie, Metro, Multnomah County, City of Oregon City, Oregon Department of Transportation, the Portland Development Commission, and immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. No purchase necessary to enter or win. View survey drawing official rules by [clicking here](#).

**Note: Do not take this survey if you are working on the project in some capacity, either as an employee or a project partner or as a consultant.**

## Communication methods

While taking the survey if you need to go back, use the 'Previous' button at the bottom of the screen, not the 'back arrow' button. The back arrow will take you back but will not clear your answers.

**\* 1. Please indicate by which of the methods below you receive information about the Portland-Milwaukie Light Rail Project. (Check all that apply, or if none, check the last box.)**

- Print mailings to your street address or po box
- Email
- Project meetings (such as Citizens Advisory Committee or open house)
- Website - trimet.org/pm
- Facebook
- Twitter
- Flickr
- None of the above

## Rate: The information is useful

# Portland-Milwaukie LRP Communications Survey

## \*2. First, rate: THE INFORMATION IS USEFUL.

For each communication method below, indicate how strongly you agree or disagree that the information is useful. If you do not receive information by a specific method, check "Don't receive information".

	Don't receive information	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Print mailings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project meetings (Citizens Advisory Committee or open house)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website - trimet.org/pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flickr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Rate: The information is timely

## \*3. Next, rate: THE INFORMATION IS TIMELY.

For each communication method below, indicate how strongly you agree or disagree that the information is timely. If you do not receive information by a specific method, check "Don't receive information".

	Don't receive information	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion
Print mailings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project meetings (Citizens Advisory Committee or open house)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website - trimet.org/pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flickr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Project Meetings

# Portland-Milwaukie LRP Communications Survey

**\*4. Please indicate if you have attended the following types of project meetings, and if so the approximate number of times you attended.**

	Never	One time	2-5 times	More than 5 times
Citizens Advisory Committee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open House	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments?

## Overall satisfaction with project information

**\*5. Overall, how would you rate the quality and timeliness of all project information for the Portland-Milwaukie Light Rail Project?**

- Very good
- Somewhat Good
- Neither Good nor Poor
- Somewhat Poor
- Very Poor
- Don't know

## Suggestions

**6. Please use the space below to suggest ways to improve the methods used to provide project information.**

## About You

# Portland-Milwaukie LRP Communications Survey

## \*7. How did you hear about this survey? (Check all that apply.)

- Postcard in the mail
- Email
- Facebook
- Twitter
- Other

Other (please specify)

## \*8. Which TriMet vehicles, if any, do you ride? (Check all that apply.)

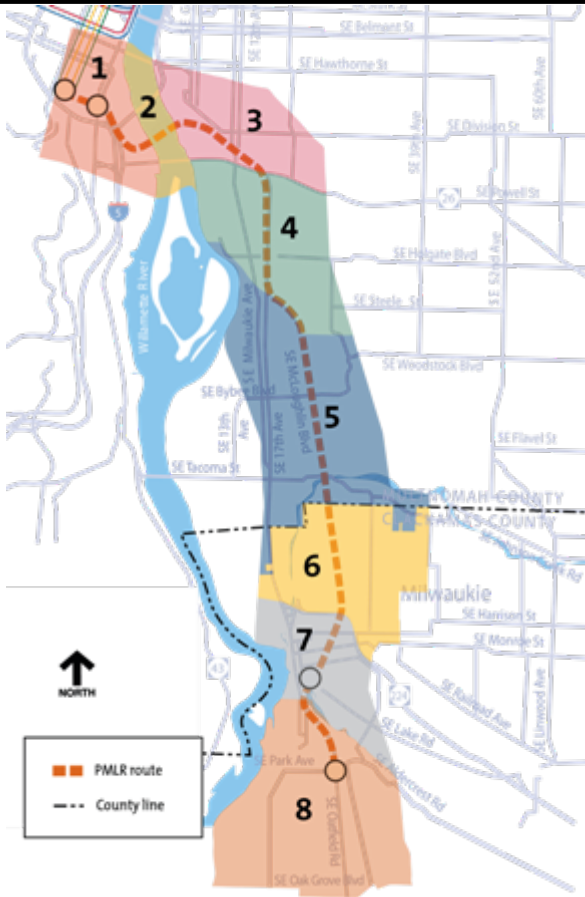
- Bus
- MAX light rail
- WES commuter rail
- LIFT
- I don't ride TriMet

## \*9. Looking at the map below, or for a larger image [click here](#), please indicate where you live near the future Portland-Milwaukie Light Rail line. If you don't live in these zones, check other and specify in what part of town you live.

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Other

Other (please specify)

# Portland-Milwaukie LRP Communications Survey



## 10. What is your home zip code?

## 11. Gender

- Male  
 Female

## 12. Are you:

- Asian/Pacific Islander  
 African American/Black  
 Caucasian/White  
 Hispanic/Latino  
 Native American Indian  
 Bi-racial/multi-racial  
 Other

Other (please specify)

# Portland-Milwaukie LRP Communications Survey

## 13. What languages do you and/or members of your household speak at home? (Check all that apply.)

- English
- Spanish
- Chinese (Mandarin)
- Chinese (Cantonese)
- Vietnamese
- Russian
- Korean
- Other

Other (please specify)

## 14. What is the last level of school you completed?

- Less than high school
- High school graduate/GED
- Some college/trade school
- Four year college degree
- Post-graduate degree

## 15. What was your total annual household income before taxes in 2010?

- Less than \$20,000
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$79,999
- \$80,000 - \$99,999
- \$100,000 or more
- Don't know

## Drawing

# Portland-Milwaukie LRP Communications Survey

**\*16. Would you like to be entered into the drawing for a TriMet 1-Day Pass or coffee/tea mugs?**

Yes

No

## Drawing Contact Information

**\*17. If you win the drawing we need to be able to contact you. Please supply your name, address, and telephone number. You can supply your email address as well, but that is optional.**

*First name:	<input type="text"/>
*Last name:	<input type="text"/>
*Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
*City:	<input type="text"/>
*State:	<input type="text"/>
*Zip code:	<input type="text"/>
Email:	<input type="text"/>
*Phone Number:	<input type="text"/>

## Thank you!

Thank you for taking the Portland-Milwaukie Light Rail Project communications survey.

If you have any questions about the survey, please contact:

Gwen Snyder, Communications Administrative Specialist, 503-962-2150.