

Hearing from Everyone

A MULTICULTURAL OUTREACH STRATEGY TO
IMPROVE BUS SERVICE

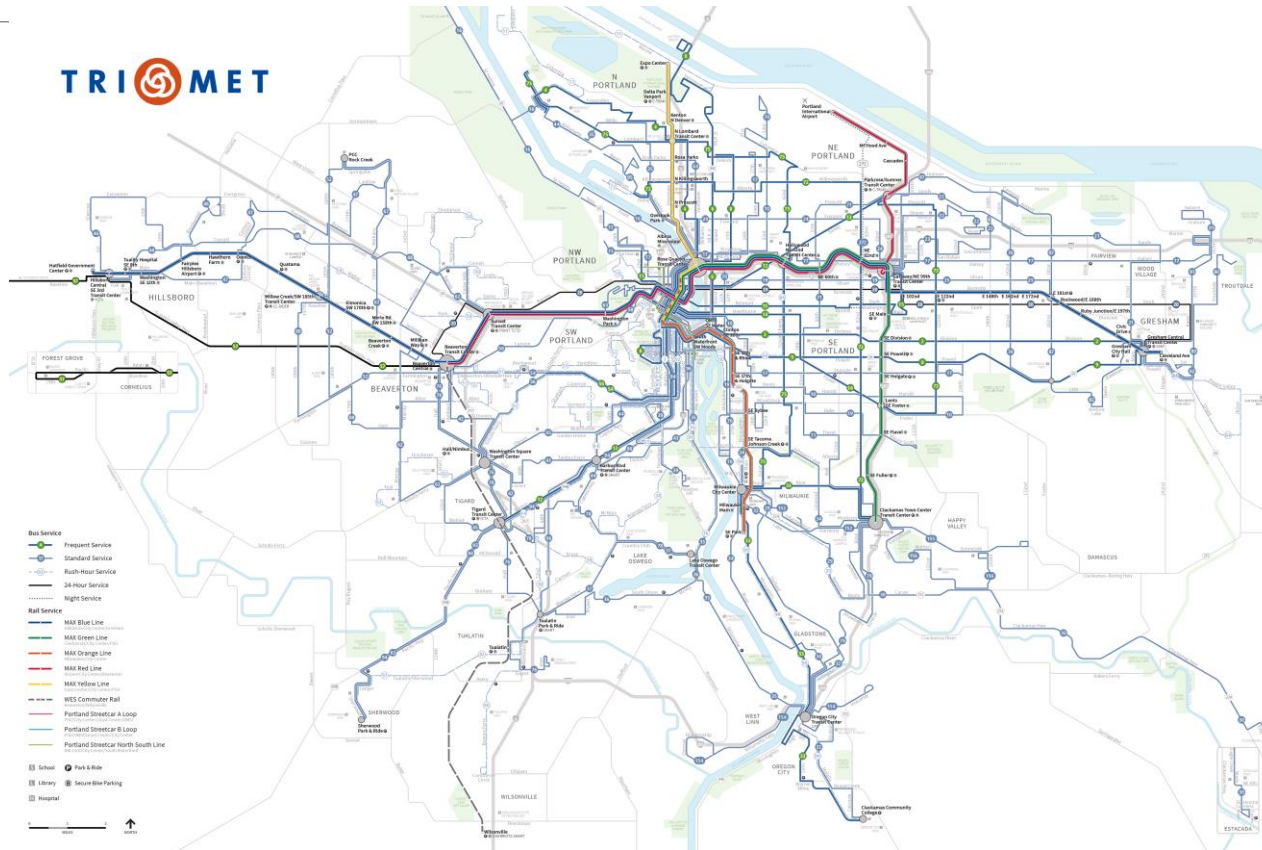
IAP2 Respect for Diversity, Inclusion, and Culture Award

Presentation by

Vanessa Vissar – TriMet

Jeanne Lawson – JLA Public Involvement

Serving 2.4 Million



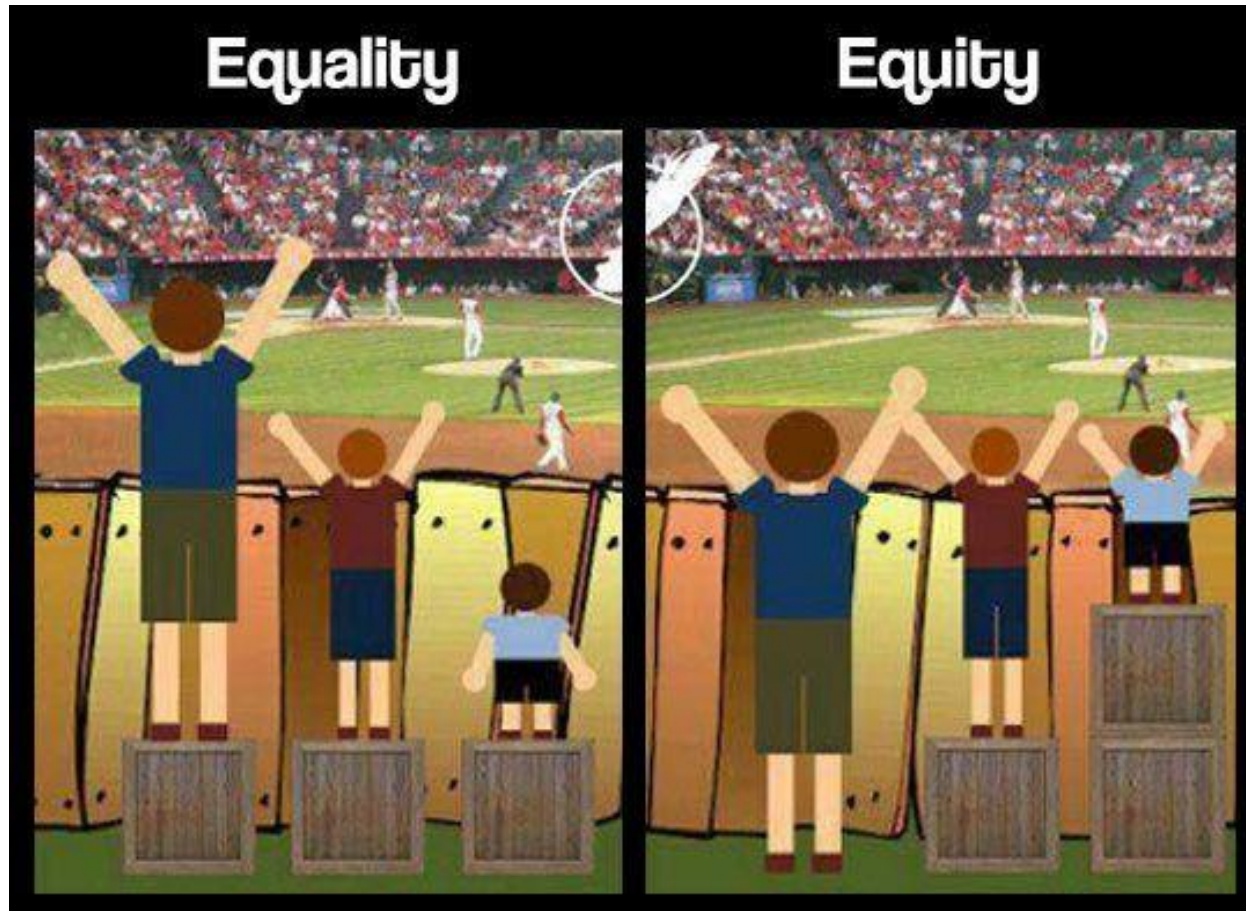
We're the 25th largest U.S. metro area, but the 16th in transit ridership and the 9th in ridership per capita.

The Challenge

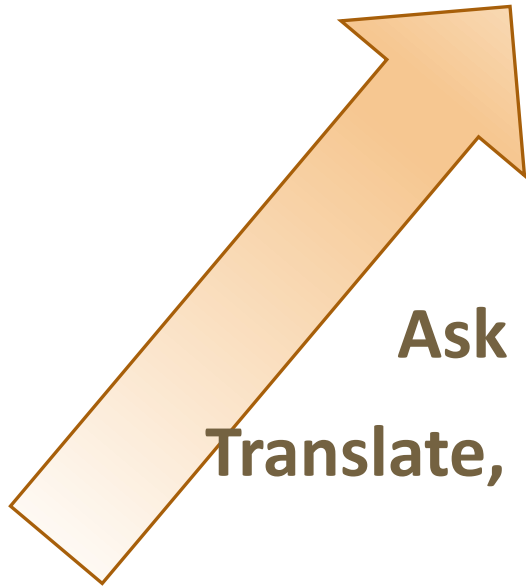
- TriMet was developing long-range plans for bus Service improvements in the Portland Metro region
- Staff conducted extensive outreach but the voice of historically under-represented populations was missing
- TriMet contracted with JLA Public Involvement to develop a more focused outreach strategy to reduce barriers to input and develop more inclusive engagement practices



Understanding of Equity



An Evolution of Equity Outreach (examples)



PAY Stakeholders to participate

PAY NGOs to assist with outreach

Ask NGOs to assist with outreach

Translate, do simple targeted outreach

9 Organizations, 8 Languages 14 Meetings!



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Portland Opportunities Industrialization Center Rosemary Anderson High School



LOS NIÑOS CUENTAN

IRCO Africa House
(Immigrant & Refugee Community Organization)

IRCO Asian Family Center

Russian Speaking Network



Asian Health & Service Center
serving the Portland metropolitan area since 1983

The Meetings

- 14 workshops in 8 different languages
- Worked with CBO staff to develop tailored engagement approaches for each community group
 - Participant recruitment methods
 - Meeting format
 - Communicating information
 - Food to serve
 - Meeting location, day, and time
- Bilingual CBO staff facilitated meetings
 - Met with TriMet staff in advance to understand technical and complex information
 - Space for informal and organic conversations
 - Meetings in the participants' preferred languages



The Participation

- ❑ Received direct feedback from more than 300 community members
 - What challenges people face
 - What people need for better bus service in the future
 - What are their priorities



How the Process Informed TriMet's Work

- ❑ TriMet using input to inform bus service expansion to meet the needs of the community
 - Change bus routes
 - Create new bus lines
 - Make scheduling adjustments
- ❑ Relationships with community leaders
- ❑ New approach to engagement



Lessons Learned for TriMet

- ❑ Get buy-in from leadership
- ❑ Add it to your agencies budget
- ❑ Co-design programs
- ❑ Contracting
- ❑ Start somewhere

Lessons Learned for the Practice

- ❑ Go to them
- ❑ Keep the message simple
- ❑ Know the community and tailor the outreach
- ❑ Find “trusted navigators”
- ❑ Builds the important relationships with the NGOs
- ❑ Provides exceptional input
- ❑ Don't expect ongoing participation from the paid stakeholders

Level of Involvement

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will listen to you and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work together with you to ensure your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Participants

Host Organizations

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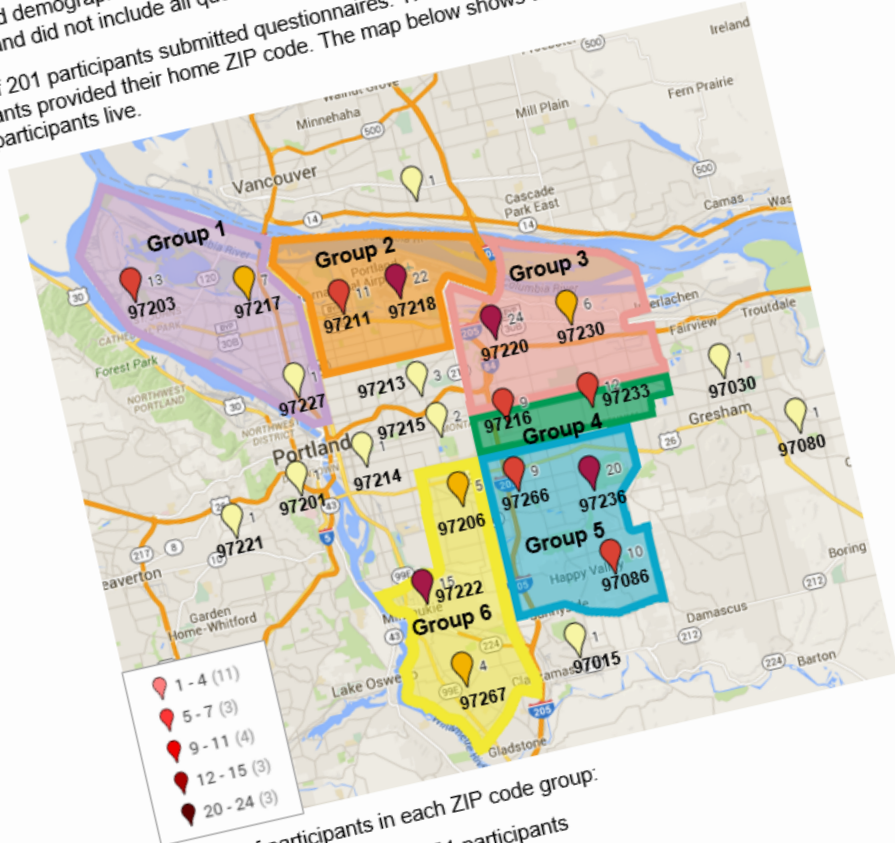
Core Values

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- Include Those Affected and Interested
 - Ensure Public's Influence on Decision
 - Make Sustainable Decisions
 - Actively Seek out Stakeholders
 - Seek Input On How to Participate
 - Provide Meaningful Information
 - Communicate how input Affected Decision

Participant Questionnaire Summary

Participants completed questionnaires. The questionnaires asked for information about how participants use the bus, the main bus lines they use, the types of improvements they would like to see, and demographics. The questionnaire used at the "Noche Latina" event was slightly different and did not include all questions, as indicated throughout this summary.

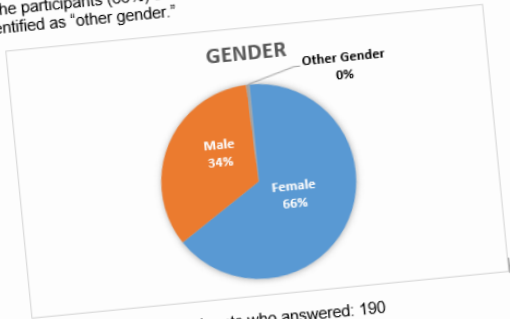
A total of 201 participants submitted questionnaires. This section summarizes the results. Most participants provided their home ZIP code. The map below shows the geographic range of where participants live.



- Number of participants in each ZIP code group:
 - Group 1 – North Portland: 21 participants
 - Group 2 – Northeast Portland: 33 participants
 - Group 3 – East Portland (North): 30 participants
 - Group 4 – East Portland (South): 21 participants
 - Group 5 – Southeast/Happy Valley: 39 participants

2) What is your gender?

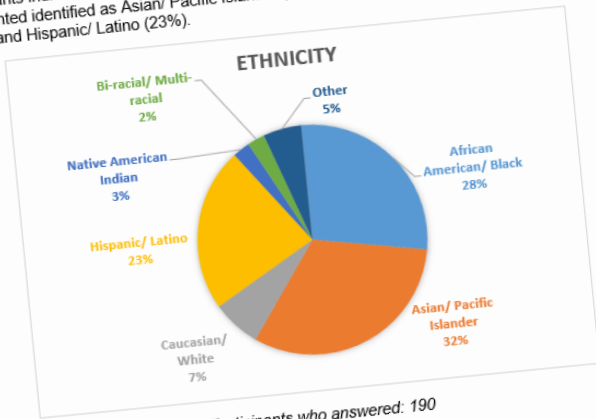
A majority of the participants (66%) said they were female; 34% said they were male. One participant identified as "other gender."



Participants who answered: 190

3) Ethnicity

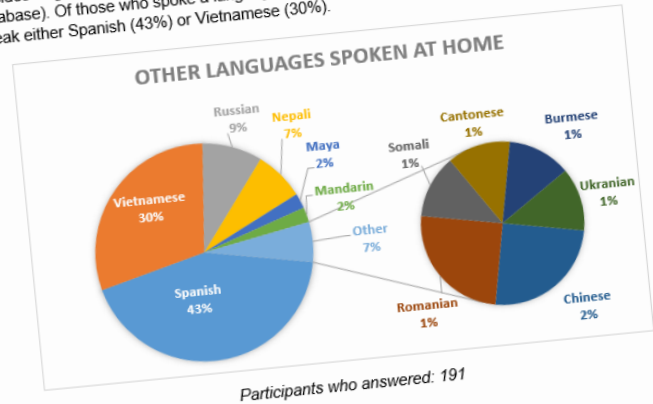
Participants indicated the race or ethnicity with which they identify. The largest ethnicity represented identified as Asian/ Pacific Islander (32%), followed by African American/ Black (28%), and Hispanic/ Latino (23%).



Participants who answered: 190

4) Speak a language other than English at home

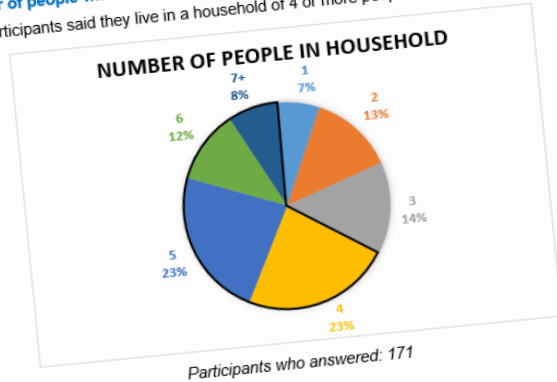
A majority of participants (71%) said they speak a language other than English at home. Besides English, 12 other languages were identified (full list available in the survey results database). Of those who spoke a language other than English at home, the majority said they speak either Spanish (43%) or Vietnamese (30%).



Participants who answered: 191

5) Number of people who live in household

66% of participants said they live in a household of 4 or more people.



Participants who answered: 171

Question— Pay for Participation?

Has your agency:

- Paid a non-profit or advocacy group to do outreach to their constituents of diverse and difficult to reach groups?
- Paid stakeholders of these groups to participate in your public process?

Question – Challenging Groups

Which groups do you find to be the most challenging to engage?

- Immigrant and refugee communities
- Communities of color
- First Nations or American Indian community
- Low-income individuals and families
- Other _____

Question - Tools

What tools have you found to be most successful?

- Listening sessions/focus groups/community conversations
- Grassroots outreach (door-to-door, one-on-one interviews, coffee klatches, etc.)
- Online tools (online open house, surveys, etc.) and/or social media
- Partnerships (paid) with community liaisons and local organizations/nonprofits
- Other _____