



Public Involvement Plan

Pacific Avenue & Tualatin Valley Highway
Access Management Strategy

City of Forest Grove

Forest Grove, Oregon

September 29, 2025





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Appendix A. Demographic Overview



Acronyms and Abbreviations

Public Involvement Plan (PIP)
Tualatin Valley (TV)
City of Forest Grove (City)
Oregon Route (OR)
Technical Advisory Committee (TAC)
American Community Survey (ACS)

1 Document Overview

This Public Involvement Plan (PIP) outlines how the project team will engage with community representatives, project partners, and interested parties for the Pacific Avenue & Tualatin Valley Highway Access Management Strategy project. This plan includes project background, engagement approach, roles, key messages, and schedule. As a living document, this plan will be updated as needed to respond to project developments and community feedback.

2 Project Background

2.1 Project Overview

The Pacific Avenue & Tualatin Valley Highway Access Management Strategy encompasses the Tualatin Valley (TV) Highway in the City of Forest Grove (City), also known as Oregon Route (OR) 8, Pacific Avenue and Adair Street. This area is integral to mobility, equity, and business development in Forest Grove. The Project will build on the East Forest Grove TV Highway Safety Improvement Plan, adopted in 2022. The East Forest Grove TV Highway Safety Improvement Plan identifies access management as a priority for transforming TV Highway into a vibrant, attractive, and calmer arterial roadway that is pedestrian and bicycle friendly.

The Project will review existing conditions in the corridor based on most recent crash data, traffic counts collected at driveways in the corridor, and available transportation infrastructure and operations data. Based on the goals of the project, the project will evaluate short- and long-term access management strategies. The project recommendations will result in further updates to City's Transportation System Plan, as well as amendments to Forest Grove's Development Code and Design Guideline Handbook.

The City through the development of the East Forest Grove Safety Improvement Plan established corridor issues and needs and identified access management as one of the key strategies to improve safety in the corridor and extend the operational life of the highway by reducing vehicular conflicts. Therefore, the City in collaboration with Oregon Department of Transportation is developing the Access Management Plan for TV Highway to create a strategy to reduce conflicts, improve safety, and balance the access and economic development of adjacent properties with overall mobility of the corridor.

Project objectives include:

- Make walking and biking safer by reducing conflict points.
- Improve roadway operations through proactive access management.
- Evaluate potential consolidation, relocation or removal of driveways.
- Evaluate locations for restricting turning movements.
- Work with property owners to build support for access changes.

- Update City codes and plans to support consistent access standards.
- Align with Metro and ODOT guidance and adopt the strategy into the City's Transportation System Plan.

2.2 Project Area

The project area is a 2/3-mile segment of TV Highway from OR 47 and Quince Street to 1st Avenue at the Forest Grove-Cornelius boundary (Figure 1). The Project Area includes 36 properties with a mix of retail, offices, apartments, assisted living facilities, and the City's largest manufactured home community.

Figure 2-1. Access Management Project Area



Source: City of Forest Grove

2.3 Project Schedule

- **Existing Conditions (Aug–Dec 2025):** Collect data and community input to understand current issues and access needs.
- **Alternatives Development & Evaluation (Dec 2025–June 2026):** Develop and review access management recommendations with community and stakeholder feedback.
- **Plan and Code Updates (June–Nov 2026):** Draft and refine updates to the City's Transportation System Plan and Development Code.
- **Adoption (Dec 2026–March 2027):** Share final recommendations, hold hearings, and adopt the access management strategy.



2.4 Equity Goals and Title VI Requirements

The City of Forest Grove has identified ensuring an inclusive, accessible, and sustainable community as one of their main operating goals for Fiscal Year 2025/2026.¹ Similarly, ODOT has identified equity as a specific goal and outcome in their 2024-2028 Strategic Action Plan. ODOT must comply with Title VI of the Civil Rights Act, which includes specific guidance on ensuring public involvement is nondiscriminatory. To ensure engagement meets Title VI requirements and agency equity goals, engagement will be informed by findings from a demographic assessment and will work to remove barriers to participation.

2.5 Concurrent Project Efforts

Several related projects are underway along TV Highway. The TV Highway Access Management Strategy project will coordinate with these to ensure consistent messaging and complementary outcomes:

- **East Forest Grove Safety Improvement Project** - Install a new traffic signal at OR 8/N Adair Street and Yew Street to reduce crashes and improve pedestrian connections to transit and commercial areas.
- **OR 8 at A&B Row** – Installing an enhanced pedestrian crossing A&B Row.
- **Safe Routes to School** – Build sidewalks and improve pedestrian safety at railroad crossings along Mountain View Lane and TV Highway, between Yew Street and Rose Grove Mobile Home Park.
-

3 Community Engagement Approach

The engagement process emphasizes transparency, accessibility, and culturally specific outreach. Engagement will begin with early input on safety and access priorities and continue through review of draft strategies and adoption.

3.1 Engagement Goals and Objectives

The following engagement goals are shaped by the project needs and objectives:

Table 3-1. Engagement Goals and Objectives

Goal	Objectives
Build understanding and community support.	<ul style="list-style-type: none"> • Share clear, easy-to-understand information about the project’s purpose, needs, and benefits. • Report back regularly to show how community input is shaping the plan. • Show how safety and access improvements benefit the community while being open about impacts. • Demonstrate transparency about tradeoffs and long-term benefits.

¹ City of Forest Grove. *2025 City Council Goals and Action Plan* [Review of *2025 City Council Goals and Action Plan*]. <https://www.forestgrove-or.gov/DocumentCenter/View/2650/Council-Retreat-Summary-Report-2025>

Goal	Objectives
Create engagement opportunities without barriers to participation.	<ul style="list-style-type: none"> • Use demographic analysis to identify priority groups and potential barriers. • Focus outreach on those most affected by safety risks or access changes. • Provide materials in multiple languages and offer interpretation when needed. • Design culturally responsive outreach strategies that meet people where they are.
Foster collaboration and alignment.	<ul style="list-style-type: none"> • Create opportunities for residents, property owners, businesses, agencies, and community groups to work together. • Engage partner agencies early and consistently to coordinate on approach and responsibilities. • Build consensus on roles, timelines, and outcomes for access management strategy implementation.

3.2 Engagement Strategies and Tools

3.2.1 Tools for Sharing Information

These tools will be used to inform residents, property owners, businesses, and community organizations about the project and how to participate:

- **Project fact sheet:** Produced in English and Spanish with up to two updates, available digitally and in print at community spaces, businesses, and events.
- **Project webpage (City website):** Includes project overview, schedule, meeting details, maps, materials, and a comment form. This site will be updated at key project milestones.

3.2.2 Tools for Collecting Input

- **Community open house:** One combined in-person and virtual event to share proposed recommendations, answer questions, and gather public input.
- **Resident Focused Engagement Group:** A dedicated session (with emphasis on Spanish-speaking residents) held on the same day as the open house to make participation easier.
- **Property and business owner meetings:** Up to two meetings with local owners to understand access needs and share information about goals and alternatives.
- **Affected property and business owner meetings:** Up to five meetings to present draft recommendations and gather input directly from those most impacted.
- **TAC briefings:** Three Technical Advisory Committee (TAC) meetings to gather input on key deliverables.



3.3 Communications Risks and Mitigation Strategies

Table 3-4. Communication Risks and Mitigation Strategies

Risk	Mitigation Strategy
Low participation from priority groups	Partner with trusted CBOs, provide translation, and offer multiple engagement formats.
Difficulty reaching the Latinx community	Work with culturally specific partners and messengers; provide Spanish-language materials and interpretations; host meetings in familiar locations.
Property owner concerns about driveway access	Provide early, clear communication; offer one-on-one meetings and property-specific maps; acknowledge impacts and share mitigation options.
Confusing or inconsistent project messages	Develop a communications toolkit with talking points, FAQs, and visuals; train project team and partners.
Overlap with other projects/events	Coordinate schedules with City and partner agencies; provide early notice and flexibility.

4 Community Assessment

4.1 Demographics Summary

2023 ACS 5-Year Estimates highlight a diverse community in the Project Area, including:

- Higher share of Hispanic or Latino residents (45%) compared to Forest Grove (30%) and Washington County (18%).
- Larger share of Spanish-speaking residents (34.8%) and higher Limited English Proficiency (15%).
- Youth under 18 make up 26 percent of the population.

These insights underscore the need for culturally specific and age-inclusive outreach to ensure meaningful participation. For more detailed information, see Appendix A: Demographic Overview.

4.2 Audiences

The public involvement process will seek to engage the following affected and interested parties:

- **Community Members:** Residents, property owners, businesses, corridor users.
- **Community Organizations:** Centro Cultural, Metro TV Highway Equity Coalition, WashCo Bikes, Forest Grove Committee for Community Engagement.
- **EJ-Focused Groups:** Seniors, disability advocates, Environmental Justice (EJ) organizations, and groups supporting communities of color, immigrants, and low-income residents.
- **Public Partners:** Tribal Nations, City of Forest Grove, ODOT, Metro, Washington County, and TriMet.

4.3 Roles and Responsibilities

The following table describes project related groups and their responsibilities.

Table 4-3. Roles and Responsibilities

Group	Role	Points of Contact
City of Forest Grove	Lead outreach distribution/logistics; maintain website; provide translations; advertise events; review/approve materials.	<ul style="list-style-type: none"> • Daniel Riordan, Project Manager • Stephanie Fisher, Communications Manager • Bryan Pohl, Forest Grove Community Development Director • Dave Nemeyer, Fire Marshal
ODOT	Share information via East Forest Grove project webpage.	<ul style="list-style-type: none"> • Kenneth Werth, Project Manager • Toni Rikli, Access Management
Consultants (HDR, EnviroIssues)	Create materials, facilitate engagement activities, draft/finalize PIP, prepare agendas/summaries/reports.	<ul style="list-style-type: none"> • Marcela Rodriguez Torres, Project Manager • Joey Posada, Public Involvement Lead
Technical Advisory Committee	Advise on deliverables, engagement approach, and recommendations	<ul style="list-style-type: none"> • Kate Hawkins, Metro Senior Transportation Planner • Kate Lyman, TriMet • Nansi Lopes, Centro Cultural and Salem Senior Center • Terry Keyes, City of Cornelius City Engineer • Dyami Valentine, Washington County • Laura Kelly, Oregon Department of Land Conservation and Development Portland Metro West Regional Representative

5 Key Messages

The following messages will be incorporated into project materials and used by project staff in interactions with the public.

- City in collaboration with ODOT is developing Access management strategies for the TV Highway Corridor
- Access management strategies were identified as part of the East Forest Grove Safety Action Plan as a key tool for transforming TV Highway into a vibrant, attractive, safer and calmer arterial roadway that is pedestrian and bicycle friendly.
- This plan will focus on improving safety and mobility by identifying short- and long-term access management strategies
- The implementation of the Access Management Strategy will reduce the potential for crashes by reducing conflicts, improve mobility, and support people walking, biking, and using transit.
- Community voices matter. Residents, businesses, and organizations will shape the recommendations.



6 Engagement Schedule

The engagement phases are as follows:

- **Engagement Planning (Fall 2025):** Collect input on the draft Public Involvement Plan from the TAC.
- **Alternatives Development (Winter 2026–Spring 2026):** Share draft recommendations with stakeholders and gather feedback.
- **Plan and Code Updates (Summer 2026-Fall 2026):** Share draft updates and gather input from impacted property and business owners.
- **Adoption (Winter 2026-Spring 2027):** Present final strategy.

Table 6-1. Engagement Schedule

Phase	Activity	Date Range	Lead Responsibility	Notes
Planning	Public Involvement Plan	Oct – Nov 2025	EnviroIssues	
	Project fact sheet (English & Spanish)	Nov 2025	EnviroIssues (draft), City (translate/distribute)	First intro material; posted online and at corridor sites.
	Project webpage update	Nov 2025	City (site development), EnviroIssues (develop content)	Project webpage will include a map, email signup form, comment form, and event and contact information.
	Stakeholder/TAC Meeting #1 (Virtual)	Nov 2025	HDR (conduct)	Review Project Objectives, Refined Project Schedule, PIP, and the initial draft of the Project Web Page.
Alternatives Development	Property & business owner meetings	Jan-Feb 2026	EnviroIssues (schedule/conduct), City (support), HDR (support)	Hold 2 sessions at accessible corridor locations.
	Stakeholder/TAC Meeting 2	Jan 2026	HDR (conduct)	Review on-going public involvement activities and draft Task 3 and Task 4.1 deliverables.
	City Council Presentation (In-Person)	Feb 2026	City (conduct), HDR (support)	HDR will prepare presentation, City to present City Council findings of task 2, 3 4
	Advertise open house	Mach 2026	City (develop and distribute)	Promote open house opportunities using City communication channels.

Phase	Activity	Date Range	Lead Responsibility	Notes
	Community open house (hybrid) and resident focused engagement group	April 2026	EnviroIssues (conduct), City (logistics), HDR (support)	Present draft recommendations and code updates.
	Stakeholder/TAC Meeting #3	April 2026	HDR (conduct), City (host)	Review on-going public involvement activities, Draft Task 4.2 deliverables.
Plan and Code Updates	Affected property & business owner meetings	Aug 2026	City (arrange), HDR/EnviroIssues (conduct)	Up to 5 one-on-one or small group meetings.
Adoption	Public hearings (City Council, Planning Commission)	Jan-March 2027	City (lead), EnviroIssues (support materials)	Highlight community input and safety benefits.
	Final report on "what we heard" summary	March 2027	EnviroIssues	Posted online, distributed to



Appendix A. Demographic Overview

Understanding the demographic characteristics of the project area and broader community is essential to designing inclusive engagement strategies that meet unique community needs. Table 1 provides an overview of five demographic characteristics that inform transportation needs within Washington County, the City of Forest Grove, and the project area, which includes the Census Tracts within a half mile of the corridor. Data is from 2023 American Community Survey (ACS) 5-Year Estimates, a survey program run by the US Census Bureau.

The data highlights a racially and ethnically diverse community within the project area, with a share of Hispanic or Latino population, youth under 18, and population with limited English proficiency that is larger than the City of Forest Grove overall. These insights inform the need for culturally specific and age-inclusive outreach methods that remove barriers to participation to ensure all community members can share their feedback and inform the planning process.

Table A-1. Demographic Overview

Demographic Characteristics	Project Area ¹	City of Forest Grove	Washington County
Age			
Youth Under 18	25.9%	24.3%	22.0%
Population Over 65	14.7%	13.4%	8.0%
Income			
Population Below Poverty Level	13.1%	13.4%	8.0%
Median Household Income	\$73,504	\$81,998	\$104,434
Language			
Speaks a Language Other than English	37.7%	24.2%	25.1%
Speak Spanish	34.8%	21.5%	12.2%
Population with Limited English Proficiency (<i>self-report speaking English less than "very well"</i>)	14.5%	33.9%	32.1%
Race and Ethnicity			
White Alone	47.0%	60.5%	61.3%
Hispanic or Latino	45.3%	30.3%	18.2%
Black or African American Alone	2.0%	2.6%	2.2%
American Indian and Alaska Native Alone	0.1%	0.3%	0.3%

Asian Alone	1.7%	2.2%	11.1%
Native Hawaiian and Other Pacific Island Alone	0.0%	0.2%	0.4%
Some Other Race Alone	0.5%	0.4%	0.5%
Two or More Races	3.4%	3.4%	6.0%
Population			
Total Population	23,643	26,406	600,266
Male	43.5%	47.0%	49.9%
Female	54.7%	53.0%	50.1%

Source: 2023 ACS 5-Year Estimates.

¹The Project Area Includes the Census Tracts within a half mile of the project area.



Appendix B. Stakeholder List

In production.