



# Forest Grove Commercial Corridor Plan

## Community Involvement Plan

**Prepared for:**

Oregon Department of Transportation, Region 1  
Portland, Oregon

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## Introduction

Beginning in summer 2019, and lasting through summer 2020, ODOT and the City of Forest Grove will develop a plan to address safety, active transportation, access to transit, and streetscape design on OR-8 Tualatin Valley Highway. Public input is a necessary aspect of making the roadway safer, and developing a community-supported plan.

## Project Overview, Area and Key Issues

TV Highway is the only east-west arterial roadway linking Forest Grove with Cornelius, Hillsboro and Beaverton. This portion of the corridor is a vital transportation corridor providing access to stores, services, homes and nearby employment area. Currently, pedestrians walk narrow sidewalks and routinely cross five lanes of traffic, often at unsafe locations, to access transit or reach desired destinations. Lane closures due to accidents or construction results in considerable congestion and delay reducing system performance.

Today, the corridor is mostly auto-oriented, with two travel lanes in each direction and a lengthy continuous center turn lane. A portion of the corridor includes the Baseline Street and Adair Street one-way couplet beginning at Mountain View Lane on the west and continuing east through Cornelius and downtown Hillsboro. The Forest Grove Transportation System Plan indicates the corridor carries 30,000+ vehicles/day. Forest Grove is served by GroveLink weekday bus service, with a majority of stops to the west of the OR8 corridor, and limited employment service to the east of the highway. The corridor is served by Tri-Met Line 57 which is the only Tri-Met service to Forest Grove and a 24-hour service, which adds to the need for safe access to transit at all hours of the day.

The corridor is identified as a high injury corridor in the Metro Regional Transportation Plan and design solutions for improving safety is of paramount importance for this project. There have been several serious injuries and at least one fatality on the corridor between Quince Street and the Forest Grove city limits. This project is intended to address safety concerns through recommended physical improvements for the TV Highway corridor consistent with the facility type, function and desire to support all modes of transportation.

The corridor is characterized by a mixture of uses including a variety of housing options, stores, and services. The project area is also located near the City's 24th Avenue industrial area. In addition, a large manufactured home park with approximately 300 manufactured homes is situated along the corridor which has

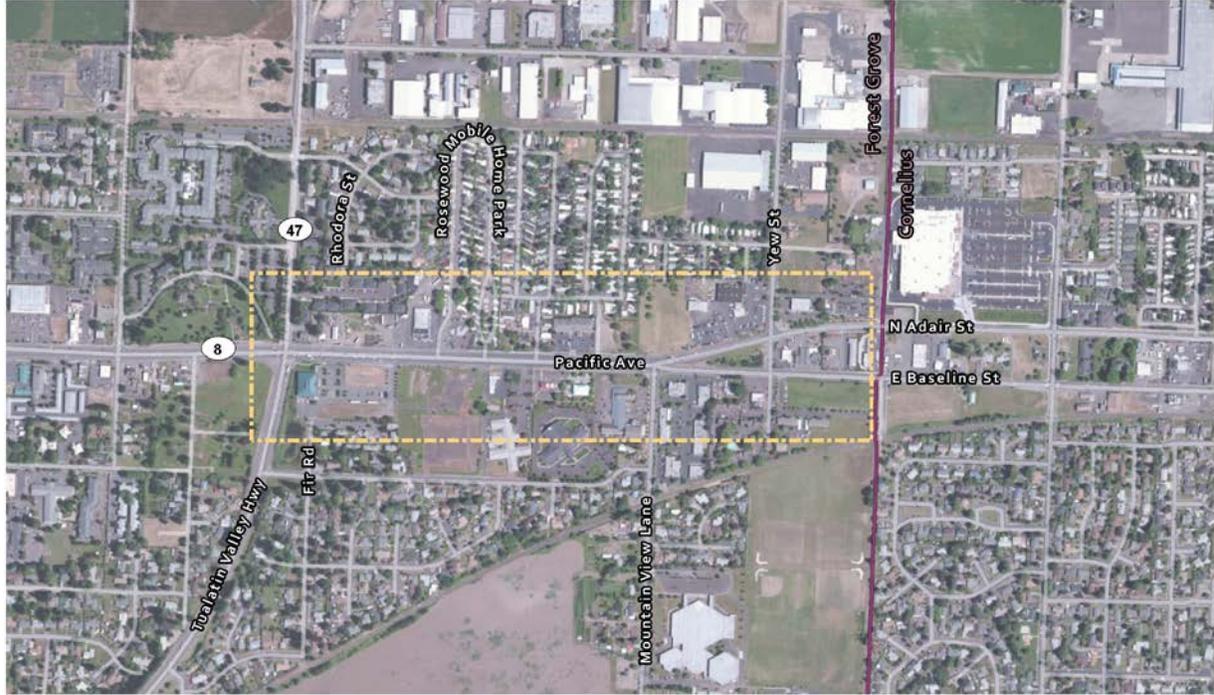
plans of expanding the number of homes. There are also assisted living facilities and a senior apartment complex near the corridor. A new 192-unit apartment complex is nearing completion east of Quince Street providing much needed apartment housing. Complementing the apartment project is a new 14,000 square foot retail development. Several historically marginalized communities, as identified by Metro, are present in the project area. This includes persons of color, lower-income households and English language learners (predominantly Spanish as a first language). As such, promoting equity in transportation investments is an important aspect of this project.

There are several known concerns for City of Forest Grove residents:

- A need for safe crossings and access to transit options along OR 8
- A lack of multimodal facilities along OR 8
- A need for safe transitions between the commercial and more rural portions of OR 8
- A desire for improved access to local businesses located along OR 8
- A need for OR 8 to continue to serve local agricultural community, including the accommodation of tractors and other farming equipment
- A need for OR 8 to continue to accommodate large trucks and freight
- A desire for a community gateway and other streetscape improvements along the corridor

## Project Area

The project area extends along the OR-8 Tualatin Valley Highway (Pacific Ave / East Baseline) corridor from the Cornelius/Forest Grove city line (approximately S. 1st Ave) to the intersection with OR-47.

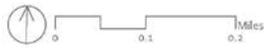


### Locator Map



### Legend

- Project Focus Area
- City Boundary



OR-8 Tualatin Valley Highway  
Improvement Plan  
Forest Grove, OR

## Communications and Outreach Goals

The communications and outreach goals for the OR 8 TV Highway – Forest Grove Project are to:

- Communicate complete, accurate, understandable and timely information to the public throughout the project.
- Actively engage property owners, residents, businesses and organizations along and accessing the corridor to gain feedback on existing conditions, needs, deficiencies, project alternatives and preferred solutions.
- Specifically engage the public to help identify issue areas — and their root causes — along the corridor.
- Actively engage Spanish-speaking community members through trusted project liaisons and culturally-responsive engagement opportunities.
- Collaborate with interagency partners, including City of Forest Grove and Washington County.
- Comply with Civil Rights Act of 1964 Title VI requirements and ensure that the public involvement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals and objectives.

## Key Staff

### ODOT

- **Talia Jacobson, ODOT Project Lead.** Talia provides oversight to ensure the project meets the requirements and objectives of ODOT.
- **Ellen Sweeney, ODOT Community Affairs.** Ellen will review all communications and outreach materials for ODOT consistency and oversee the outreach approach.

### City of Forest Grove

- **Bryan Pohl, Community Development Director.** Bryan to provide guidance on overall project process and deliverables, and support the outreach process with engaging key stakeholders.
- **Dan Riordan, Senior Planner.** Dan to provide guidance on overall project process and deliverables.

## Jacobs

- **Scott Richman, Consultant Program Manager.** Scott is leading the consultant team and providing oversight on the project's overall approach, outreach strategy and deliverables.
- **Eduardo Montejo, Transportation Planner.** Eduardo is providing overall oversight for project communications and outreach.

## JLA Public Involvement

- **Jessica Pickul, Public Involvement Program Lead.** Jessica provides overall oversight for the creation of the outreach strategy and program, and will support the implementation of the meeting toolkit and public engagement events. Jessica will meet with Jacobs regularly to discuss communications needs.
- **Travis Rumohr, Public Involvement Coordinator.** Travis supports Jessica and Allison with oversight and implementation of the public outreach task outlined in this plan.

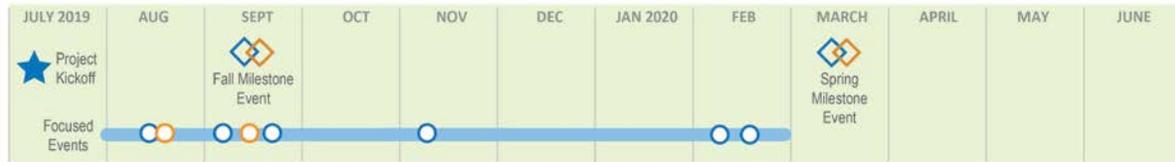
## Centro Cultural

- **Mariana E. Valenzuela Figueroa, Community Partnerships Manager.** Mariana is leading project engagement at several Spanish-language community events and focus groups, and providing overall strategy on Spanish-language outreach.

# Outreach Milestones and Schedule

## Public Engagement Schedule

### Tualatin Valley Highway Improvement Plan – Forest Grove



#### Legend

- ★ Project Kickoff
- Milestone Events
- ◆ In-Person
- ◇ Online
- Focused Events
- Focused Events (Spanish-language)

#### Focused Engagement Events

These fun community-focused events will be opportunities for residents. Events will include a project info booth at the Forest Grove Farmer's Market and other community events, community walking tours to discuss safety issues and design solutions, and targeted stakeholder interviews or focus groups.

- Aug. 14 – Farmers Market
- Aug. 16 – Taquiza (Spanish-language event)
- Sept. 4 – First Wednesday
- Sept. 14 – El Grito (Spanish-language event)
- Sept. 18 – Sidewalk Chalk Fest
- Nov. 6 – Parent-Teacher Conferences
- February 2020 – two additional events

#### Fall Milestone Event

Interactive community and online event. Community ideas will help to identify and prioritize safety needs, potential improvements, and design concepts. This event will also address the development of a gateway and investments, which might include community art, signage and wayfinding, lighting, and streetscape improvements.

#### Spring Milestone Event

Interactive community and online event. The project team will return to meet with the community to get feedback on concepts for safety enhancement and design ideas for potential gateway investments.

## Project Key Messages

- It's time to make TV Highway safer for everyone in Forest Grove — and create a plan for how to keep it that way for years to come.
- Part of what makes Forest Grove unique is its vibrant and diverse community. That means community members use lots of ways to get around — depending on preference, age, what they can afford, physical ability and how far they need to go. The OR 8 TV Highway Improvement Plan will find ways to make the road safer and more comfortable for walking, rolling, riding a bike or taking transit.
- This project includes creating a gateway design that welcomes people to Forest Grove and reminds them that they are in a community that cares.
- ODOT, City of Forest Grove, and other partners will work together to identify projects and other changes that will make TV Highway safer and more comfortable for all community members.
- Your voice matters! We want to hear from you during this early planning. What it's like to get around Forest Grove today, and what challenges do you face when walking, rolling, biking or taking transit? What safety problems have you noticed? How can we make this road more inviting?
- The project area is along OR 8/ Baseline/Pacific Avenue from Highway 47/ Quince to S. 1<sup>st</sup> Ave.
- Join us at several community events in Forest Grove this summer and be sure to visit the project website to learn more and sign up for project updates.
- *[project website will be included here when finalized]*

## Community Demographics

The project area most closely aligns with Census Tract 331.02 Block Group 2 and 332 Block Group 1. These two block groups make up about 10% of the City's population. The table below provides a comparison of these census block groups with the City of Forest Grove as a whole. As the table shows, households near the TV Highway corridor are more likely to be of Hispanic origin, have lower incomes, experience a higher level of poverty and are much older than the City as a whole.

	Study Area*	Forest Grove*
<b>Youth 10-17 years old</b>	5%	12%
<b>Seniors over 65 years old</b>	23%	13%
<b>No-Car Households</b>	17%	10%
<b>Non-White</b>	27%	18%
<b>Hispanic or Latino</b>	47%	23%
<b>Limited Mobility Households</b>	41%	31%
<b>Below 200% of Poverty Level</b>	63%	36%
<b>Limited English Proficiency</b>	6% **	Not available

\*Source: US Census Bureau, ACS 2017, 5-year estimates.

\*\*Source: US Census Bureau, ACS 2015, 5-year estimates.

Stakeholder demographics inform the project team about the community and important considerations for project outreach. Based on project demographics and ODOT standards, meeting locations must be accessible by people with disabilities and accessible by transit. Meeting notices must include an offer to make accommodations for people with disabilities, translation services for people with limited English proficiency (“LEP”), or family-friendly event elements. Additionally, all community events will be staffed by Spanish-speaking team members and additional Spanish-language events and focus groups will be included with the outreach process.

## Key Stakeholders

Public engagement efforts seek to inform and engage large employers, businesses, jurisdictions, organizations and individuals of the project. The following are key stakeholders to engage throughout the public process.

**Note:** *This list is not exhaustive of all stakeholders in Forest Grove. A full list of project stakeholders can be found in the Project Stakeholder List.*

### Large Employers:

- McMenamins Grand Lodge
- TTM
- City of Forest Grove
- Chaucer
- DMH, Inc
- Old Trapper
- High Tech Crating
- Doherty Ford
- Mountain View Medical Center
- The Grove and Gardens
- Jennings McCall Center

### Other Major Stakeholders:

- 24th Ave Freight Users
- ODOT Region 1 Mobility Advisory Committee (MAC) members
- Elected officials
- Agency representatives and key staff
- Forest Grove School District
- Homestead Community Inc
- Rose Grove Mobile Home Community
- Emergency services
- Business interests
- Private property owners along corridor
- The Forest Grove Seventh Day Adventist Church
- Super Mercado La Montana
- Forest Place Apartments

### Auxiliary Stakeholders:

- Prime Time Restaurant
- Marquis Care & Vintage Suites
- J. Lieb Foods
- New Season Foods
- City of Cornelius
- Forest Grove-Cornelius Chamber of Commerce

## Decision Making Structure

The decision-making structure for the Improvement Plan was developed to establish broad-based support for the project. The PMT believes the best way to build support is to have an open, inclusive process viewed as credible by stakeholders. ODOT will consider all stakeholder feedback when assessing alternatives and is the project's final decision maker.

To support development of a credible decision-making process, a Technical Advisory Committee (TAC) was appointed by the City of Forest Grove to provide community and technical based recommendations and guidance. The TAC will develop recommendations to the Project Management Team (PMT). The PMT will make recommendations to ODOT.

### Technical Advisory Committee Members

TAC members to represent the following agencies:

- ODOT
- City of Forest Grove
- City of Cornelius
- Washington County
- Metro
- Centro Cultural
- TriMet
- Ride Connection

## Communications Tools & Activities

The following communications tools and activities will be the primary ways that ODOT, Jacobs, and the Consultant team will keep stakeholders engaged and informed of project activities.

Tool/Activity	Description	Target Audience	PI Lead
<p><b>Public Involvement Plan (PIP)</b></p> <p>Draft week of July 8</p> <p>Final August 1</p> <p>Jacobs/JLA/ Centro Cultural</p>	<p>Plan to include information about stakeholders and community demographics, key messages, engagement and communications activities to keep stakeholders informed and engaged with the process.</p>	<p>PMT</p>	<p>Jacobs/ JLA</p>
<p><b>Fact Sheet</b></p> <p>Updated as needed</p>	<p>Materials to include project overview, map, ways in which people can provide their feedback and contact information.</p>	<p>All interested parties</p>	<p>Jacobs/ JLA</p>
<p><b>Community Meeting Kit</b></p> <p>Draft finalize by week of August 5</p>	<p>Toolbox that will effectively serve as a “meeting-in-a-box” with basic information and critical messaging related to the project. The goal will be to provide participants with the ability to engage with others on the project and provide greater feedback. Kit to include:</p> <ul style="list-style-type: none"> <li>• Factsheet (listed above)</li> <li>• Overview video</li> <li>• Postcards</li> <li>• Comment form</li> <li>• Comment map</li> <li>• Presentation</li> </ul> <p>Materials to be translated into Spanish.</p>	<p>General Public in the project area</p>	<p>Jacobs/ JLA</p>

<p><b>Website</b></p> <p>Finalize by week of August 5; update as needed throughout project</p>	<p>Website to provide a project overview, map, schedule and contact information. Website to host surveys and other online engagement activities.</p>	<p>All interested parties</p>	<p>JLA</p>
<p><b>Stakeholder Interviews</b></p> <p>Conduct summer 2019</p>	<p>Conduct interviews with key stakeholders that may not be included in the TAC, i.e. business owners, schools, etc.</p>	<p>Key stakeholders</p>	<p>ODOT/City of Forest Grove</p>
<p><b>Online Survey</b></p> <p>Late Summer 2019; frequent follow-up and data collection</p>	<p>Online survey to gather public feedback on areas that need safety improvements. Survey to include a comment map.</p>	<p>All interested parties.</p>	<p>Jacobs/JLA</p>
<p><b>Focused Community Engagement Events</b></p> <p>Summer/ Fall 2019</p>	<p>Consultant will host, organize, and facilitate 6 focused community engagement events to inform the public and receive feedback. Events will include targeted stakeholder interviews, focus groups, and tabling at two Farmers Market events. Events will be accessible to Spanish-speaking community members.</p>	<p>Farmers Market: general public</p> <p>Business owners focus group, including Latino and/or Spanish-speaking business owners</p>	<p>Jacobs/JLA/ Centro Cultural</p>
<p><b>Milestone Community Events</b></p> <p>Event 1: Sept 2019</p> <p>Event 2: March 2020</p>	<p>Consultant will host, organize, and facilitate 2 in-person and online Project Milestone Community Events to communicate major project updates and to seek input from the general public and community stakeholders.</p>	<p>Interested parties and project stakeholders</p>	<p>Jacobs/JLA</p>

<b>Spanish-language Focus Group Meetings</b>	Consultant to host up to 2 events in Spanish.	Spanish-speaking stakeholders	Centro Cultural
<b>Spanish-language Events</b>	Consultant to staff a table at 2 Spanish-language community cultural events.	Spanish-speaking stakeholders	Centro Cultural
<b>Stakeholder List &amp; Comment Log</b> On-going	Consultant will compile a list of all area stakeholders and construct an outreach schedule to engage those stakeholders. Consultant will also log comments and feedback received by stakeholders throughout the project.	All project stakeholders, including large employers, businesses, local jurisdictions, orgs and individuals	Jacobs/JLA
<b>Stakeholder emails</b> Throughout project	ODOT to send email updates to stakeholders at key project milestones.	Stakeholder list	ODOT
<b>Community Involvement Summary Memorandum</b> On-going; following each event and final at conclusion of project	Consultant will produce summaries following each public involvement event, including a final summary of all public involvement activities.	PMT	Jacobs

## Milestone Community Events – Fall 2019/Spring 2020

The consulting team will host, organize and facilitate two in-person and two online “milestone” community events to gather input from the community and stakeholders.

### **Milestone Event #1 – September 2019**

Participant feedback from the first milestone event will be used to identify a prioritized set of safety needs, potential improvements, and design concepts. The first milestone event will also address the development of a gateway and investments (e.g. community art installments, signage and wayfinding, lighting, and streetscape.)

### **Milestone Event #2 – March 2020**

At the second milestone event, the consulting team will gather public input on safety enhancement conceptual alternatives and design concepts for potential gateway investments (e.g. community art installments, signage and wayfinding, lighting, and streetscape).

## Focused Community Events – Summer/Fall 2019

The consulting team will host, organize and facilitate six focused community engagement events. Focused community engagement events will utilize public involvement toolkit materials as a basis for implementing activities. Additional materials such as display boards, engagement activities, or hand-outs may be developed to supplement specific events.

***Activities will include targeted stakeholder interviews, a business owners focus group, tabling at the Forest Grove Farmer’s Market on two occasions, and conducting project area community walk tours on two occasions.***

Community engagement events will leverage community liaisons to support the focused engagement events. The consulting team will develop supporting technical informational materials, prepare event agendas, lead events, and facilitate discussion of relevant issues.

Meeting locations must be accessible by people with disabilities. Meeting notices must include an offer to make accommodations for people with disabilities, translation services for people with limited English proficiency (“LEP”), or family-friendly event elements for open house events with sufficient advance notice, with contact information for such notification.

## Community Event Opportunities

The following list includes public events to consider with the focused public outreach events.

### Regular Events

- **(Confirmed) Farmers Market** [info@adelantemujeres.org](mailto:info@adelantemujeres.org) / (503) 992-0078 – Every Wednesday, May to Oct. – Put on by Adelante Mujeres; Located on Main Street. (Events are concurrent with First Wednesday)
- **(Confirmed) First Wednesday** – [artisansfg@gmail.com](mailto:artisansfg@gmail.com) – First Wednesday of every month May to Dec (event is at the same time and location as the Farmers Market). – Put on by Artisans in the Grove; located at Main and 21<sup>st</sup> Streets.

### Summer 2019

- **(Confirmed) Taquiza** – 8/16/2019 at 5:30pm – event hosted by Centro Cultural
- **(Confirmed) El Grito** – 9/14/2019 from 3pm to 8:30pm – event hosted by Centro Cultural
- **National Night Out** – [lquinsland@forestgrove-or.gov](mailto:lquinsland@forestgrove-or.gov) – 8/6/2019 – Put on by Forest Grove Police Department; Located at Pacific University.
- **Forest Grove UnCorked** – [fguncorked@gmail.com](mailto:fguncorked@gmail.com) – 8/17/2019 – Put on by Forest Grove UnCorked and various sponsors; located in Downtown Forest Grove.

### Fall/Winter 2019

- **(Recommended) 29th Annual Sidewalk Chalk Art Festival** – [roylene.read@gmail.com](mailto:roylene.read@gmail.com) - 9/21/2019 – Put on by Sidewalk Chalk Art Festival and various “arts sponsors”; Located at Downtown-Main Street, Pacific Avenue/21st Avenue
- **Corn Roast** - 9/21/2019 – Put on by COC and local businesses; located at Pacific University
- **(Recommended) Parent Teacher Conferences** – First Week in November
- **Oktoberfest** – Saturday in October (TBD) – Put on by and located at McMenamins Grand Lodge

### Stakeholder Engagement

- **City Community Involvement Committee** – meets 5:30 pm first Tuesday of every month.