

# COMMUNITY ADVISORY GROUP APPOINTMENT AND APPLICATION PROCESS

January 21, 2020

## DOCUMENT OVERVIEW

This document details the process to select members for the Community Advisory Group (CAG).

### CAG Purpose

The CAG will develop recommendations on key program issues to help ensure the Interstate Bridge Replacement (IBR) program outcomes reflect community needs, areas of importance, and concerns. The CAG will serve as a key part of comprehensive community engagement efforts that support ongoing community dialogue with a commitment to meaningful, two-way feedback. Two co-chairs, one representing each state, will lead the group's diverse and inclusive membership, with balanced representation from both Washington and Oregon.

### CAG Membership

In addition to the two co-chairs, the CAG is comprised of 32 members: 24 members were appointed to the CAG and represent organizations that were identified in coordination with program partners; and eight members were selected through an application process that was open to the public. These two pathways to CAG membership ensure diverse representation of both organizations and individuals that reflect perspectives of Oregon and Washington, as well as regional stakeholder perspectives.

The appointment and application process occurred between December 1, 2020 and January 20, 2021. During this time, the IBR program team completed concurrent recruitment for the Equity Advisory Group (EAG).

## APPOINTMENT PROCESS

The IBR program team, in partnership with program partners, completed the initial screening for the appointment process. The team started with a list of over 1,000 regional stakeholders and narrowed the list to 300 regional community-based organizations for consideration based on how well each organization's scope and mission fit the IBR program. To ensure member diversity, the team sorted the list of 300 organizations into pre-identified stakeholder groups listed in *Appendix A: Appointment Criteria*.

January 21, 2021

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The program team then solicited feedback from partner agencies represented on the Executive Steering Group (ESG), including: TriMet, C-TRAN, Metro, the Southwest Washington Regional Transportation Council (RTC), City of Portland, City of Vancouver, Port of Portland, and Port of Vancouver. Using this information, staff representatives from ESG partner agencies helped identify 81 organizations for consideration as potential appointed members.

A selection committee comprised of the CAG co-chairs, Ed Washington and Lynn Valenter, and IBR Program Administrator Greg Johnson, reviewed the narrowed list of recommended organizations. From this list, the selection committee identified 24 organizations for appointment to the CAG. These organizations represent a wide variety of stakeholder interests that were pre-identified with partners as part of the appointment criteria. Many are also part of, or have the ability to form, coalitions with other organizations and/or represent multiple stakeholder interests. Of those selected, 10 are from Oregon, 11 are from Washington, three are bi-state regional organizations, and three-quarters were recommended by program partners.

The IBR program team and co-facilitators, Johnell Bell and Lisa Keohokalole Schauer, met virtually with all of the organizations to extend an invitation to join the CAG. The two committee members representing tribal governments received an invitation to participate through the agency tribal liaisons in each state. These two tribes were invited to participate on the CAG to represent present-day users of the bridge, and to represent their economic interests. Numerous other tribes in addition to these two have been invited to consult on the program because of their historical ties to the area. All organizations were asked to complete a confirmation form attached as *Appendix B: CAG Confirmation of Appointment Interest*.

## APPLICATION PROCESS

The application period ran from December 1, 2020 through December 27, 2020, resulting in 498 complete applications. Two applications were submitted in Spanish and translated into English for evaluation.

### Recruitment

The IBR program team performed the following recruitment outreach, with further details provided in *Appendix C: Advertisement, Notification and Social Media Summary*.

#### Multi-cultural information sessions

- Offered five virtual sessions with translation services available in six languages, including Chinese, Korean, Russian, Somali, Spanish, and Vietnamese, to answer questions and provide information about the program, CAG and the application process
- 35 participants attended the information sessions

January 21, 2021

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## Postal mail

- Mailed recruitment flyers that included information about the opportunity and application instructions to 43,413 residents and businesses in Oregon and Washington

## Paid advertisements

- Published advertisements in seven local print newspapers, including one in Spanish
- Published digital advertisements in three local online newspapers and one local newspaper's Facebook page in Spanish
- Inserted recruitment flyers into 19,269 copies of The Columbian print newspaper

## Personal communication

- Sent email messages with application information to 308 organizations, including community-based organizations, non-profits, environmental groups, business and economic development organizations, transportation associations, tourism organizations, faith-based organizations, educational institutions, public health organizations and labor groups
- Posted recruitment flyers at 15 grocery stores in the program area, including seven in Oregon and eight in Washington

## Social media

- Posted two tweets about the opportunity with a link to apply on WSDOT's Twitter account
- Posted two tweets about the opportunity with a link to apply on ODOT's Twitter account
- Posted one announcement about the opportunity with a link to apply on WSDOT's Facebook page
- Posted announcement about the opportunity with a link to apply on the City of Vancouver's local Nextdoor account and the WSDOT Nextdoor account

## Evaluation and selection

An evaluation team from the IBR program completed the initial screening process for the 498 complete applications. To ensure all applicants received fair and equal consideration, both the initial screening and review of essay responses was done without names attached (e.g. blindly), and no identifying information was tied to application responses. The team also considered applications by state distribution.

The team reviewed the applications by evaluating the application responses based on the pre-established critical membership requirements including: regular users of the bridge, individuals in the program impact area (business owners, those that live within the program impact area) and users of the regional network. Additional information can be found in *Appendix D: CAG Framework Criteria*. In addition, the evaluation team

January 21, 2021

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wanted to ensure member composition represented the demographics of the overall community in the program area, including race/ethnicity, gender, age, housing (rent or own), and disability.

Following the initial screening, the evaluation team reviewed qualitative essay responses provided by those applicants who best met critical membership requirements. Essays were scored against the pre-established membership eligibility requirements, also included in *Appendix D: CAG Framework Criteria*.

The resulting scores from the review of the essay responses identified 22 candidates for further consideration. Program leadership reviewed and confirmed the list of 22 candidates, and the selection committee narrowed the list to 16 individuals to be interviewed.

The selection committee conducted interviews to further evaluate eligibility. The selection committee asked each interviewee the same set of pre-established questions and applied the same membership eligibility criteria to evaluate the candidates. Upon completion of the interviews, the CAG selection committee used an equity lens and considered the larger composition of the CAG, including the 24 appointed members, to identify members that reflect diverse representation and a broad range of interests, backgrounds, and perspectives.

The eight final candidates were extended an invitation to join the CAG and will confirm their position prior to the first CAG meeting on January 27, 2021.

## FINAL ROSTER

The final list of CAG membership was announced on January 20, 2021 at the ESG meeting. The list of candidates and their biographies can be found on the program website at: <http://interstatebridgereplacement.azurewebsites.net/get-involved-folder/advisory-groups/community-advisory-group/>.

All candidates accepted and self-certified that their participation does not result in an actual or potential conflict of interest. Examples of actual or potential conflicts include project-related recommendations or decisions that would result in a private monetary benefit or detriment to that person or a person's relative, or a business with which a person or person's relative is associated. All candidates signed a commitment to actively participate in a consensus-based process to decision making.

The IBR team and program partners appreciate the high degree of interest and level of effort put into these applications. Non-selected applications will be retained in the event of a future vacancy and for consideration as topical working groups are formed.

## APPENDIX A: APPOINTMENT CRITERIA

The IBR program team developed the following appointment criteria and stakeholder group interests in coordination with staff from partnering agencies.

Stakeholder groups:

- Environmental
- Historic
- River interest
- Neighborhood(s) in Southwest Washington and North/Northeast Portland
- Trucking/Freight
- Civic, professional, and economic development
- Disadvantaged Business Enterprise (DBE)/minority contractors
- Contractor/Associated General Contractors (AGC)
- Community-based organizations
- Social services/non-profit organizations
- Education
- Business organizations
- BIPOC advocacy organization
- Tribal
- Labor
- Active transportation
- Transit dependent
- Art community

Criteria:

- Balanced membership from both states with at least 80% residing locally
- Organizations can represent more than one stakeholder group
- Members are from communities of color
- Members are users of the bridge or will be impacted by the program
- Members are users of the regional transportation network
- Members are of various ages

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## APPENDIX B: CAG CONFIRMATION OF APPOINTMENT INTEREST

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### 1. Subject to public disclosure

- Because this is a public program and this application is being submitted to public agencies, Washington Department of Transportation and Oregon Department of Transportation, I understand my completed application may be subject to public disclosure under state law.

### 2. Conflict of Interest

- I acknowledge that I do not have a conflict of interest serving on this committee. By checking this box, I agree that I do not have any potential conflicts of interest that may impact participating in the Community Advisory Group. Conflicts of interest can be real or perceived. They include things like advising the program on decisions that could potentially result in financial benefits to myself or my business.

### 3. Member Eligibility Criteria

- **Work together in a collaborative and constructive way that advances the best possible replacement project for an I-5 bridge over the Columbia River.**
- **Learn about the transportation issues facing the region and be interested in the program.**
- **Embrace program values of transparency, equity in transportation, listening to understand, and active participation.**
- **Seek solutions through consensus.**
- **Create a two-way dialogue with their constituents if representing a specific stakeholder group.**

I agree that I meet the above member eligibility criteria.

### 4. Full name

### 5. Preferred Pronouns

### 6. Email Address

7. Phone Number

8. Home Zip Code

9. What is (are) the organization(s) you are representing?

10. What is (are) the specific interest(s) you are representing?

11. The CAG will seek solutions through consensus. Please describe your experience trying to solve challenging issues in a group process, including – but not limited to – work, school, family, community, faith-based organization, and neighborhood experiences. (150 words or less)



12. How do you travel most of the time? (select all that apply)

- Public Transportation
- Bike
- Walk
- Car
- Other:

13. Prior to the Covid-19 pandemic, how often did you travel across the Interstate 5 Bridge on average?

- Every weekday
- 2-3 per week
- Once per week
- Once per month
- Never
- Other:

14. Race/ethnicity (select all that apply):

- African
- African American/Black
- American Indian or Alaska native
- Asian
- Hispanic or Latino(a)/Latinx
- Middle Eastern
- Native Hawaiian or Pacific Islander
- Slavic
- White/Caucasian
- Prefer not to answer
- Other:

15. Gender

- Female
- Male
- Nonbinary or gender nonconforming
- Prefer not to answer
- Prefer to self-describe:

### 16. Age

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older
- Prefer not to answer

### 17. Housing

- Rent
- Own
- Prefer not to answer

### 18. Disability

- I have a physical disability
- I have a mental disability
- I do not have a physical or mental disability
- Prefer not to answer

## APPENDIX C: ADVERTISEMENT, NOTIFICATION AND SOCIAL MEDIA SUMMARY

### Community Advisory Group/Equity Advisory Group Recruitment - Newspaper Advertisements

Publication	Format	Date published	Language (non-English)	Reach	Audience demographics
Portland Observer	Print	12/9		40,000 readers	45% Black, ages 19 - 65
Reflector	Print	12/8		18,870 readers	
The Columbian digital campaign	Digital	12/4 - 12/17		100,000 online impressions	
The Skanner	Print	12/9		45,000 readers	69% African America, 50% ages 18 - 34
The Asian Reporter	Print, online PDF	12/7		20,000 print copies  website: 2,000 hits/week	10% Cambodian, Lao, Hmong, Mien 11% Chinese 12% Filipino 12% Japanese 10% Korean 12% Vietnamese 19% Caucasian
El Latino De Hoy	Print, online PDF	12/2	Spanish	90,000 readers	Reaches 12 counties and readers in SW Washington and California
Viet NNN	Print, online (Facebook/Website)	12/4 and 12/11		Not available	Not available
Latin Media NW	Facebook	12/16 12/17 12/18	Spanish	Not available	Not available
St John's Review	Print	12/11		Not available	Not available

## Community Advisory Group/Equity Advisory Group Recruitment - Notification Summary

Source	Date	Reach	Notes
Direct mail postcards	Mailed on 12/7	43,413 residents	Distributed to portions of the following zip codes: 98661, 98663, 98660 (Vancouver); 97217, 97227, 97212 and 97211 (Portland)
Email messages	Sent on 11/30 and 12/2	123 Washington organizations 161 Oregon organizations 5 Oregon/Washington organizations	
Flyers inserted into The Columbian	Mailed on 12/8	19,269 printed copies	
City of Vancouver Office of Neighborhoods Weekly Update	12/4 12/11 12/18	900 Neighborhood Association leaders and community members	
Nextdoor.com – Vancouver citywide	12/3	48,000 members	

## Community Advisory Group/Equity Advisory Group Recruitment - Social Media Summary

Agency	Social media platform	Date published	Reach
WSDOT	Facebook	12/7 *post boosted through 12/18	As of 12/14: 62,517 people reached, 1,071 engagements, 318 likes, 577 comments, 114 shares, 9,510 post clicks, 7 photo views, 1,363 link clicks
WSDOT	Twitter (#1)	12/7	19,314 impressions, 431 total engagements, 221 media engagements, 124 detail expands, 52 link clicks, 15 likes, 10 retweets, 5 profile clicks, 4 replies
WSDOT	Twitter (#2)	12/9	As of 12/14: 19,790 impressions, 321 total engagements, 133 detail expands, 89 media engagements, 44 link clicks, 24 likes, 15 profile clicks, 13 retweets, 3 replies
WSDOT	Nextdoor.com – SW Washington Region	12/8	The WSDOT SW Region covers Clark and Cowlitz counties. The post had 5,885 impressions.
ODOT	Twitter (#1)	12/2	As of 12/16: 17 likes, 7 retweets, 4 replies
ODOT	Twitter (#2)	12/9	As of 12/16: 25 likes, 15 retweets, 3 replies
City of Vancouver	Nextdoor.com – Vancouver Citywide	12/3	48,000 members

## APPENDIX D: COMMUNITY ADVISORY GROUP FRAMEWORK CRITERIA

The IBR program team developed the following criteria in collaboration with staff from partnering agencies.

### Membership Eligibility Criteria

Critical requirements for membership in the CAG include:

- Communities of concern (i.e. communities of color, low-income, older adults, people with disabilities, Limited English Proficient)
- Those who are regular users of the existing Interstate Bridge
- Those impacted by the program
- A representative cross-section of the community with users of the regional network (business or industry)
- Representation of economic considerations along parallel routes including, or such as, the I-205 corridor, regionally impacting travel patterns (commuter), and diverse ages (youth perspective)
- Balanced representation from both Washington and Oregon

Member eligibility criteria will be used to guide the identification of candidates for CAG membership consideration. Members will be selected by the IBR program team in coordination with regional partner agencies.

Applicants should have demonstrated ability to:

- Work together in a collaborative and constructive way to advance the best possible bridge replacement project for I-5
- Learn about the transportation issues facing the region, and be interested in the project
- Embrace program values of transparency, equity in transportation, listening to understand, and active
- Participation in meetings
- Be engaged / interested in the project
- Seek solutions through consensus
- Create a two-way dialogue with their constituents if specifically representing a stakeholder group or organization