Community Affairs is key to transit project success

Successful transit projects are based on building and maintaining strong relationships with the communities they serve. In 2015, TriMet completed its sixth light rail project on time, on budget and with tremendous community support from businesses, educational institutions and residents in the neighborhoods it serves. The success of TriMet’s rail projects are the result of the agency’s commitment to working closely with stakeholders, from conceptual design through the opening of a new line.

A strong Community Affairs program is at the foundation of every TriMet transit project. The agency tailors its Community Affairs efforts to each project, but the program always includes a robust public involvement program, business and community support during construction, and safety education before new transit service opens.

Robust public involvement

Involving the public in the decision-making process is an integral part of how TriMet does business. In fact, we believe as an agency that we make better decisions when members of the public participate in the process. The department uses a variety of tools to engage the public and keep them informed from conceptual planning through the opening of new service.

Dedicated outreach staff: Outreach staff is assigned to each project to execute a comprehensive public involvement program. Early on during the conceptual design process, the outreach team begins working closely with area residents and businesses to understand their needs and concerns. Throughout design and construction, staff encourages stakeholders to participate in meetings and provide feedback in an effort to help develop the best possible project for the community.

Engaged advisory committees: One of the most beneficial and effective tools for public involvement is advisory committees. Prior to the start of any project, TriMet works with the community to develop advisory committees that represent each key stakeholder group along a future project. All major issues are presented to the committee members for advice and counsel.

Comprehensive database: Each project has thousands of individuals, businesses and residents that have a vested interest in the project. To track the records and feedback of these stakeholders, TriMet staff manages a constituent database. The database is used for mailings and reports, and as a resource for outreach staff to stay connected to key stakeholders.

Meaningful online resources: With each project, TriMet tailors its online resources to provide valuable information and engage people in the decision-making process. Major projects have included websites where community members can follow public meetings, review drawings, renderings and presentations, and sign-up for regular email updates on various aspects of the project. Social media plays an increasing role in quickly and directly communicating plans, construction impacts and project milestones. With each project, the use of social media is tailored to the needs of communities impacted by the project.

Project engineers work closely with community members on the design of transit projects.
Developing one-on-one relationships with business owners is a key component of TriMet’s Community Affairs program.

Targeted community meetings: As a project unfolds, issues become more neighborhood-focused. Outreach staff work closely with engineers and planners to develop meetings that allow community stakeholders to dig deeply into issues that affect neighborhoods, such as traffic, horn noise and construction impacts. Additionally, the project provides larger forums such as open houses, where community members have an opportunity to have one-on-one discussions with engineers about project design.

Support during construction
TriMet’s focus during construction is on minimizing impacts on residents and helping businesses not only remain viable, but also thrive.

Keeping businesses open: Depending on the needs of the businesses impacted, TriMet is mindful of keeping businesses whole throughout the life of the project. Whether it’s relocation services or business support, easy-to-read temporary signage to alert patrons that businesses are open.

Available 24/7: During construction, TriMet provides businesses and property owners with a 24-hour, 7-days-a-week emergency hotline to get issues resolved in an emergency.

Buying local: Each project generates thousands of jobs and personal income. TriMet works closely with its contractors to help channel these dollars locally, particularly to small retail businesses along the project corridor.

Safety education
In preparation for opening of a new light rail line, TriMet’s Community Affairs team works with the schools, businesses and surrounding neighborhoods on a safety education campaign so people interact with and use transit safely and appropriately.

For more information about TriMet’s Community Affairs program, call 503-962-2150.