EXAMPLE

Advocacy Approach	Details/Notes
Initial information to get started: What do you already know about the issue? What is there to find out? What do you need to know to better understand the problem? Has this issue been in the media? Or are other individuals or groups working on this issue you can check in with? What stretch of road are you addressing? Who has authority over the roadway or area of concern?	 A number of residents in the Brooklyn and Creston-Kenilworth neighborhoods have spoken with the Rail Yard, PBOT staff, Commissioner in the last 5 years. The group reconvened to share historic efforts and explore new opportunity for action on this traffic safety issue. Past conversations with Rail yard indicate no will to address traffic issue under current circumstances. Existing PBOT document on truck traffic in and out of rail yard and history of rail yard. Authority/Jurisdiction Local roads (SE 26th, SE 24th, SE 28th) - PBOT Roadways funneling in traffic (SE Powell; Mcloughlin Blvd.) - ODOT Truck destination – Union Pacific Railroad Media/New Significant amount of coverage regarding Bullseye glass/air quality concerns, possible to tie into that.
Define the Problem Use conversations with stakeholders to shape the problem. Define the problem as clearly and concisely as possible. Identify the stretch of roadway and what you see.	 General concern identified: Truck traffic on SE 26th Specifically: Volume of truck traffic creates major conflict with other modes, safety concern for pedestrians and cyclists in the adjacent residential neighborhoods and traveling through. Roadway design not conducive for large trucks which block intersections, creates conflict. Truck driver confusion results in additional travel time on residential roads, turns occurring by drivers at inappropriate/insufficient intersections; confusion results in additional for conflict. Truck driver speeding creates unnecessary safety

Building a case: Use available data, studies, observations, testimonies to demonstrate to others that this is a real problem they should care about and act on. For transportation and traffic safety issues: look for records of collision or fatality counts, air quality surveys, etc.; review existing state, local transportation and land use plans to understand citywide priorities, goals, and proposed projects in the pipeline; conduct local observations of the roadway of interest (e.g. walk the area and document what you see, do traffic count); do a survey of neighbors; take photos or videos of the issue; collect personal stories or testimonies from those affected by the problem.	 hazard. Truck traffic, sheer volume, added travel time from confused drivers and idling at poorly designed intersections contributes to added air pollution in adjacent residential neighborhoods. Noise pollution in residential area. Is there any data on increased truck volumes over time? PBOT has collected/been tracking truck volumes Data on pedestrian/bicycle injuries or deaths due to conflicts with large trucks? Check PBOT and Vision Zero may have some Review any Air Pollution data available from DEQ or other resources? Neighbor will conduct truck traffic counts to get sense of truck volume.
You may decide to tweak your problem statement based on information you discover.	
Stakeholders/Partners* Identify other individuals, groups, or organization(s) that are affected by this problem, who may be working on a solution, who have influence or power over the outcome, who can support you in finding a solution.	 Fred Meyer + Daycare located in area of concern Neighbors Neighborhood Association Other businesses in area with vested interest in reducing truck traffic? Bicycle advocates Air quality advocates New Transportation Commissioner

Contacts: Who do you want to follow-up with or exchange information with from this training?	Contacts removed to protect privacy
Potential Solution(s): There may be many solutions to a problem. Some may be long term while others could happen more quickly.	 Declassify SE 26th as a truck route- Advocate to PBOT to move the main truck route off SE 26th. Policy change would need to occur in the Transportation System Plan. Build overcrossing at 24th – A large infrastructure project like this would most likely need to be included in a long-range plan to get built e.g. included in the Transportation System Plan.

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	hazard.
	• Truck traffic, sheer volume, added travel time from
	confused drivers and idling at poorly designed
	intersections contributes to added air pollution in
	adjacent residential neighborhoods.
	 Noise pollution in residential area.
Building a case: Use available data,	• Is there any data on increased truck volumes over
studies, observations, testimonies to	time?
demonstrate to others that this is a	 PBOT has collected/been tracking truck
real problem they should care about	volumes
and act on.	• Data on pedestrian/bicycle injuries or deaths due
For transportation and traffic safety issues: look for records of collision or	to conflicts with large trucks?
fatality counts, air quality surveys,	 Check PBOT and Vision Zero may have
etc.; review existing state, local	some
transportation and land use plans to	 Review any Air Pollution data available from DEQ
understand citywide priorities, goals,	or other resources?
and proposed projects in the pipeline; conduct local observations of the	
roadway of interest (e.g. walk the area	Neighbor will conduct truck traffic counts to get
and document what you see, do	sense of truck volume.
traffic count); do a survey of	
neighbors; take photos or videos of	 Collect personal stories and experiences from
the issue; collect personal stories or testimonies from those affected by the	residents to add to the data.
problem.	
*You may decide to tweak your problem	
statement based on information you discover.*	
Stakeholders/Partners* Identify	• Fred Meyer + Daycare located in area of concern
other individuals, groups, or	Neighbors
organization(s) that are affected	Neighborhood Association
by this problem, who may be	• Other businesses in area with vested interest in
working on a solution, who have	reducing truck traffic?
influence or power over the outcome, who can support you in	Bicycle advocates
finding a solution.	Air quality advocates
	New Transportation Commissioner

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Potential Solution(s): There may be many solutions to a problem. Some may be long term while others could happen more quickly.	 Divert eastbound traffic onto 22nd Light at intersection of 24th and grade crossing to take traffic off 26th and preserve 21st and 28th as bicycle greenways. Build overcrossing at 24th to separate trucks from bicycles and pedestrians - tie into existing funded greenway project. (due to the scale of this proposed infrastructure project, unlikely it would happen if not included in a long-range plan)

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Building a case: Use available data, studies, observations, testimonies to demonstrate to others that this is a real problem they should care about and act on. For transportation and traffic safety issues: look for records of collision or fatality counts, air quality surveys, etc.; review existing state, local transportation and land use plans to understand citywide priorities, goals, and proposed projects in the pipeline; conduct local observations of the roadway of interest (e.g. walk the area and document what you see, do traffic count); do a survey of neighbors; take photos or videos of the issue; collect personal stories or testimonies from those affected by the problem. *You may decide to tweak your problem statement based on information you discover.*	 confused drivers and idling at poorly designed intersections contributes to added air pollution in adjacent residential neighborhoods. Noise pollution in residential area. Is there any data on increased truck volumes over time? PBOT has collected/been tracking truck volumes Data on pedestrian/bicycle injuries or deaths due to conflicts with large trucks? Check PBOT and Vision Zero may have some Review any Air Pollution data available from DEQ or other resources? Neighbor will conduct truck traffic counts to get sense of truck volume. Collect personal stories and experiences from residents to add to the data.
Stakeholders/Partners* Identify other individuals, groups, or organization(s) that are affected by this problem, who may be working on a solution, who have influence or power over the outcome, who can support you in finding a solution.	 Fred Meyer + Daycare located in area of concern Neighbors Neighborhood Association Other businesses in area with vested interest in reducing truck traffic? Bicycle advocates Air quality advocates New Transportation Commissioner
Contacts: Who do you want to follow-up with or exchange information with from this training? Potential Solution(s): There may be	 Contacts removed to protect privacy Put political pressure on Union Pacific Railroad to
many solutions to a problem. Some	address problems caused by truck traffic conflicts, air

may be long term while others could happen more quickly.	pollution, confused truck drivers, speeding drivers, and lack of infrastructure to support truck traffic on SE 26 th
11 1 5	and surrounding residential neighborhood through:
	 Submit Newspaper Articles and Editorials (Compile newspaper articles and letters-to-the-editor supporting transportation safety in your community and work to have them published.)
	 Stage a Media Event: March or event to raise awareness of truck traffic conflict on SE 26th, invite the media.