Portland Mall Revitalization Project

Coping with Anxiety – Minimizing the Impacts of Construction

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Rail~Volution Chicago
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How to turn anxiety into exhilaration

Everyone has fears about transit construction: you, businesses, residents, motorists, pedestrians, contractors, transit users.
While it’s natural to fear change...

Don’t give into fear.
Turn anxiety into exhilaration

It’s all about making a better place!
After exhaustive research, countless interviews, and millions of dollars, we’ve come to some simple truths...
You *can* conquer your fear!
Seven Steps to a New You!
Seven Steps

1. Bring the big picture into focus.
2. If the devil’s in the details, then exorcise that tail!
3. Communication begins with Communion; getting folks to the table.
4. Partnerships are best when both partners dance together.
5. Show me the money? I’ll show you a good time!
6. Construction lemons can become a lemon-drop martini! (or non-alcoholic if you prefer).
7. Performance art that gets everyone into the act.
Bring the Big Picture into Focus

Help the public understand the project’s goals and purpose. Discuss financing, support, economic benefit, regional planning, and specific benefits.

Bring the Big Picture into Focus.

Use specific, clear, and easy-to-understand information.

Use pictures, illustrations, real simulations.

“It’s your town, It’s your Story”
If the Devil’s in the details, then exorcise that tail!

The small things really are a big deal.
If the Devil’s in the details, then exorcise that tail!

Sweating the details.
Communication begins with Communion; Getting folks to the table.

Transit Projects are *the thing* that brings folks together.
Knowing what they’re hungry for....

TRI-MET
Getting folks to the table

Make it personal, inviting, and appetizing. They’re hungry for information, and a chance to be heard. Be sure to include perspectives from previous project’s.

Portland Mall Light Rail Project
Open Houses

Track and streetscape construction begins in February on the I-205/Portland Mall MAX Light Rail Project. When complete, the new 6.5-mile light rail line will connect Clackamas Town Center with Portland State University and revitalize the Portland Mall. Please join project staff at an open house to learn about bus service moving off the Mall on January 14, 2007; construction phases and plans for minimizing impacts; new shelter and streetscape designs; and public art.

Wednesday, November 8
11 a.m.–2 p.m.
PSU, Smith Memorial Hall
Cascade Room
(SW Harrison & Broadway)

Wednesday, November 15
2–5:30 p.m.
Portland Building, Room C
1120 SW 5th Ave., 2nd Floor
(Between Main & Madison)

Thursday, November 16
11 a.m.–1 p.m.
PDC Commission Room
232 NW 5th Ave.
(Between Couch & Davis)

For more information, visit portlandmall.org or contact TriMet Community Affairs at 503-962-2150.

TriMet
Partnerships are best when both partners dance together.

Trust isn’t given… It’s earned.
Partnerships are best when both partners dance together

Create ‘contingent relationships.’

Person to person, neighbor to neighbor, business to customer, agency to public.

What do neighbors and local businesses need & want?
Show me the money? I’ll show you a good time!

Even with a limited budget you can make a splash: signage/displays, and design details.
Show me the money? I’ll show you a good time!

Come on down and see what’s happening!
Open for business!

Downtown Portland: Always Worth the Trip
Performances, Attractions, And A Stunning New Home for Portland Center Stage

With performances ranging from opera, ballet and the symphony to unique art exhibits and peaceful venues, downtown Portland is the place to be this holiday season.

At Oregon Ballet Theatre you can enjoy the sparkling lights of a towering tree. A sweeping crescendo from the full orchestra. A dazzling land of swirling snow. Join Marie and the Nutcracker Prince on their magical journey to the colorful realm of the Sugarplum Fairy, where candy confections spring to life and holiday dreams come true.

The sights and sounds of a family favorite await you as George Balanchine’s The Nutcracker returns for 18 spectacular December performances at the Oregon Ballet Theatre.

This holiday season, visitors to the Portland Art Museum can experience The Quest for Immortality: Treasures of Ancient Egypt; the largest selection of antiquities ever loaned by the Egyptian government for tour in North America, and Portland is the only West Coast venue.

Come partake of beauty and harmony in the tranquility of the Portland Classical Chinese Garden. Warm yourself with a pot of tea at the Tao of Tea inside the Garden, overlooking Lake Zither. Visit our Gift Shop for unique Chinese gifts. Find yourself transported to ancient China. Never twice the same, this urban oasis built by Suzhou artisans will engage and calm all your senses.
Construction lemons can become a Lemon-drop Martini.

Making the most of construction activity.
Construction lemons can become a Lemon-drop Martini.

Tours, promotions, completed work, golden spikes, great flaggers/worker’s lunch/scavenger hunt.
Performance Art that gets everyone into the act.
Performance Art that gets everyone into the act.

The community as performers acting out the play on the transit stage: Sidewalk ballet, time trials, outdoor theater, movie sets, and sharing the story.
Summary

Embrace the Seven Steps.
Take a deep breath, exhale slowly.
Get real, but get don’t get stuffy.
Your project is *going* to be successful (daily manta).

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