

MEMORANDUM

City of Springfield

Date: 1/10/2019

To: Gino Grimaldi

COMMUNICATION

From: Tom Boyatt, Interim DPW Director
Sandy Belson, Interim CMD Manager
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PACKET

Subject: Main Street Safety Project

MEMORANDUM

INFORMATION SHARE:

The project team has prepared this summary of the Main Street Safety Project technical analysis and community engagement that occurred during the last quarter of 2018 should you wish to share with Council.

Project Status

An October 4, 2018 Communication Packet Memo updated the Council on the technical analysis and community engagement tasks that the project team advanced during the third quarter of 2018. The following summary covers work completed during the last quarter of 2018.

Community Engagement

As noted in the October 2018 memo, the Planning Commission in its role as the Committee for Citizen Involvement approved the [Community Engagement Plan](#) for the Planning Phase of the Main Street Safety Project and appointed Strategic Advisory Committee members in September 2018, after which the project team launched the first major round of communication and engagement with the community. The purpose of this round of engagement was to introduce the project to the community and gather their feedback about safety concerns, existing conditions, and community priorities to be considered as the project team develops alternative solutions to address safety problems on Main Street. Community engagement activities during this round, as outlined in the approved Community Engagement Plan, included:

Business & Property Owner Notification

Purpose: describe planning process, identify opportunities for stakeholder participation, and provide contact information and links to obtain updates.

- Mailed letter and fact sheet to business and property owners within 300 feet of Main Street on 11/6.
- Hand-delivered mailers to 50 businesses for which staff did not have mailing addresses.

Media & Interested Party Notification

Purpose: build overall awareness and promote project activities.

- Issued media releases on 11/2 and 11/7; KVAL and KEZI ran stories on 11/7-11/9 and Register Guard published article on 11/26.
- Emailed updates to interested parties on 10/31 and 11/7.
- Posted social media announcements on Facebook and Twitter on 10/31 and 11/7.

Advisory Committee Meetings

Purpose: introduce project, charter committee, discuss project goals.

- Held Technical Advisory Committee (TAC) Meeting #1 on 11/1.
- Held Strategic Advisory Committee (SAC) Meeting #1 on 11/6.

- Planning Commission in its role as the Committee for Citizen Involvement appointed additional SAC member and approved SAC-adopted bylaws on 12/18.

Website Updates

Purpose: provides all project information in one location.

- Updated <http://www.ourmainstreetspringfield.org> website content and structure, launched project-specific subpage, <http://www.mainstreetsafety.org>.
- Participated in consultant delivery of web strategy to optimize user experience, provide ongoing project updates, and draw attention to website at key milestones.

Online Open House

Purpose: inform community about the project and gather input on issues and values to be reflected in draft goals and objectives and to help identify potential design issues or solutions. Coordination with transit study to inform a preferred transit mode choice.

- Ran from 11/7 - 12/7, reopened from 12/19 - 1/2 for hand-delivered mailer recipients.
- Cross promoted in Chamber of Commerce and InMotion newsletters and announced at LTD Strategic Planning Committee and LTD Board meetings.

Focus Groups & Tabling Events

Purpose: gather feedback from traditionally underserved populations.

- Held in collaboration with Brookdale Senior Living (seniors), Catholic Community Services (low-income households), Downtown Languages (Spanish-speaking households), and Willamalane Two50 Club (youth) on 11/5, 11/7, and 12/18.

The community engagement activities reached over 2,000 people through the introductory mailer (906 recipients), E-Updates (803 recipients), participation in the Online Open House (attracted 450 unique users and 177 survey participants), targeted focus groups and a tabling event (95 participants), and a SAC meeting (with 10 members present and two absent members contacted after the meeting). Members of the public also sent in 24 comments via email, phone, and in-person contact with the project team.

In each instance of community engagement, the project team presented a set of values distilled from information gleaned from previous projects and conversations with the City Council, Main Street Governance Team, and Planning Commission. Participants were then invited to weigh in on and rate the importance of each of these values to them and identify key areas of concern related to the project area:

- **Safety:** I value solutions that reduce the risk of fatalities and serious injuries.
- **Local Business Access:** I value solutions that support the viability of the businesses on Main Street by providing access and minimizing other impacts.
- **Traffic Mobility:** I value solutions that minimize congestion and maintain the flow of traffic.
- **Cost:** I value solutions that are cost-effective and make good use of public funds.
- **Main Street Character:** I value solutions that improve the appearance of Main Street and make it a vibrant place for those who live, work, shop and travel through the corridor.
- **Transit:** I value solutions that support reliable and frequent transit service that is accessible from destinations along Main Street.

The community input will inform the creation of goals and objectives in the next step of the project. As anticipated, the project team heard diverse opinions and while we are still in the process of compiling, summarizing, and analyzing the community feedback, a key theme emerging is that across all interests' safety is by far the most resonant value. Business access and traffic mobility also appear to be important

factors, so goals and objectives developed in this process should reflect those values. The feedback also suggests the value statements may need to be adjusted to broaden their scope. The project team will share complete summaries of the input received from the SAC, focus groups, online open house, and email/phone/in-person comments when presenting draft Goals and Objectives in early 2019.

Technical Analysis

Continued technical analysis occurred during the last quarter of 2018. Specifically, the project team drafted a plans and policies framework, existing conditions traffic safety analysis, environmental constraints memorandum, and existing land use summary. In addition to refining and finalizing these documents in the first quarter of 2019 the project team will use the technical analysis and input received during the first round of community engagement to develop draft Goals and Objectives.

Next Steps

In accordance with the approved Community Engagement Plan, meetings with the TAC, SAC, Planning Commission, City Council, and Main Street Governance Team have been scheduled for the first quarter of 2019 to cover Existing Conditions and Goals & Objectives (Council Work Session scheduled for March 11). During that time the project team will seek feedback from community groups regarding draft goals and objectives, as well. Additionally, as part of coordination efforts between the Main-McVay Transit Study and the Main Street Safety Project, the transit study project team will request that the Governance Team recommend a preferred transit mode for Main Street to the City Council and Lane Transit District Board.

Project Background

In 2016, the Oregon Department of Transportation (ODOT) programmed \$3.9 million to construct raised center safety median treatments on nearly five miles of Main Street from 20th Street to 72nd Street. ODOT also offered financial support to the City to engage property owners, businesses, and the traveling public in a planning process to develop and document how to address the safety problems on Main Street with a design concept that provides for the access needs of corridor businesses and accommodates current bus service and future transit improvements.

The Main Street Facility Plan will be the work product that pulls together analysis, public outreach and design concepts developed during this project's Planning Phase. It is an expression of the community's values that becomes the design framework for project development. Council adoption of the Facility Plan as an amendment to the Springfield Transportation System Plan allows the City and ODOT to proceed with detailed design, engineering, and construction of the Council-selected solutions.

At the direction of Springfield City Council staff collaborated with ODOT and Lane Transit District to launch the Planning Phase of the Main Street Safety Project in coordination with the Main-McVay Transit Study. In Spring 2018, ODOT executed its consultant contract, intergovernmental agreement with the City, and formally issued a notice to proceed with the Facility Plan process. At its May 21, 2018 Work Session, the project team facilitated Council review and discussion of the Facility Plan goals, process and outcomes in preparation for the June 2018 Main Street Governance Team meeting that formally kicked off the Facility Plan process. At that meeting, Governance Team members and agency staff reached a common understanding about the Facility Plan process, and the Governance Team agreed on the definition of the project purpose, agency roles, and project decision-making process.

Due to the length of the Main Street corridor, the large number of adjacent stakeholder business and property owners, and significant ongoing safety issues, the process to forge solutions is complex and time consuming. As noted at the May 2018 Work Session, Council will provide guidance and direction at key project milestones as the project team, stakeholders and the broader community work through the values trade-offs that will ultimately lead to a preferred package of solutions and set the stage for project design and construction. Communication Packet Memos are intended to keep the Council apprised of technical analysis and community engagement that occurs in between those milestones.

