



Main Street Safety Project Summary of First Round of Community Engagement

Overview

The purpose of the first round of engagement was to introduce the project to the community and gather 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. The community input gathered will build upon previous outreach and community input that has occurred and will inform the creation of goals and objectives in the next step of the Main Street Safety Project.

The first round of community engagement activities reached over 2,000 people through an introductory mailer (906 recipients), E-Updates (803 recipients), participation in the Online Open House (attracted 450 unique users and 177 survey participants provided comments), 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.

Activity Details

Community engagement activities completed during this round, as outlined in the approved Community Engagement Plan, included:

- Mailed letter and fact sheet to business and property owners within 300 feet of Main Street on 11/6/18.
- Hand-delivered mailers to 50 businesses for which staff did not have mailing addresses.
- Issued media releases on 11/2/18 and 11/7/18; KVAL and KEZI ran stories on 11/7-11/9/18 and Register Guard published article on 11/26/18.
- Emailed updates to interested parties on 10/31/18 and 11/7/18.
- Posted social media announcements on Facebook and Twitter on 10/31/18 and 11/7/18.
- Held Technical Advisory Committee (TAC) Meeting #1 on 11/1/18.
- Held Strategic Advisory Committee (SAC) Meeting #1 on 11/6/18.
- Planning Commission in its role as the Committee for Citizen Involvement appointed additional SAC member and approved SAC-adopted bylaws on 12/18/18.
- 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.
- Ran an Online Open House from 11/7 - 12/7/18, reopened from 12/19 - 1/2/18 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.
- Held focus groups in collaboration with Brookdale Senior Living (seniors), Catholic Community Services (low-income households), Downtown Languages (Spanish-speaking households), and Willamalane Two50 Club (youth) on 11/5/18, 11/7/18, and 12/18/18.
- Provided City Council a project update on 1/10/19. [Read memo here.](#)

Project Values

As part of the 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.

Take-a-Ways

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.

Next Steps

The project team will be seeking feedback from the community on the draft goals and objectives. At that time, we will share complete summaries of the input received from the Strategic Advisory Committee, focus groups, online open house, and email/phone/in-person comments when presenting draft goals and objectives in early 2019.

Stay Informed

If you know others who would like to be informed about the Main Street Safety Project and receive email updates, please send them to this link to sign up: <http://mainstreetsafety.org>.

For additional information please visit <http://mainstreetsafety.org>.

Project Contact

Molly Markarian
Main Street Safety Project
Project Manager
mmarkarian@springfield-or.gov
541.726.4611

Project Purpose

Springfield's Main Street is consistently ranked as one of the most unsafe city streets in Oregon based on the severity and frequency of traffic crashes. The Oregon Department of Transportation and the City must address this problem to save lives, reduce injuries, and lessen property damage due to crashes. The purpose of the Main Street Safety Project is to select infrastructure solutions that will make Main Street safer for people walking, biking, driving, and taking transit.

The selected safety improvements will provide for the movement of goods and people, support the economic viability of the corridor, accommodate current bus service and future transit solutions, and complement traffic safety education and enforcement.

