

OUR MAIN STREET SPRINGFIELD



MAIN STREET SAFETY PROJECT | 20th Street to 72nd Street

STRATEGIC ADVISORY COMMITTEE

MEETING #2 SUMMARY

DATE: Monday, March 4, 2019, 4:00 – 6:00 p.m.

LOCATION: Springfield City Hall, Library Meeting Room

ATTENDANCE

- William Belcher [note: Attempted to connect remotely. Outgoing member (moved out of state).]
- James Coldren
- Susan Hartman
- Staci Holt
- Dean Huber
- Richard Jones
- Marshall Loveday
- Alyssa Martin
- Garrick Mishaga
- Joseph Tokatly
- Jeffrey Wing
- Dani Wright

Project Staff and Consultants

- Bill Johnston, ODOT Project Manager, Transportation Planner, ODOT Region 2
- Molly Markarian, City of Springfield Project Manager, Senior Planner, City of Springfield
- Jean Senechal Biggs, Consultant Project Manager, DKS Associates
- Garth Appanaitis, Transportation Engineer, DKS Associates
- Lacy Brown, Transportation Engineer, DKS Associates [by phone]
- Kayla Fleskes, Transportation Engineering/Planning Assistant, DKS Associates
- Allison Brown, Program Manager and Facilitator, JLA Public Involvement

Audience / Members of the Public

None.

OVERVIEW

This was the second meeting of the Springfield Main Street Safety Project's Strategic Advisory Committee (SAC). The committee heard project updates on community engagement and public meetings that had occurred since the last meeting, and discussed transportation, land use and environmental inventory work by the project team to learn more about existing conditions on Main Street. The committee also provided input on draft goals and objectives.

WELCOME & INTRODUCTIONS

Molly Markarian, City of Springfield, welcomed everyone to the meeting and committee members introduced themselves. At the committee's previous meeting, they reviewed and endorsed a committee protocols document. Revisions were sent to the committee in advance of this meeting. Joe Tokatly asked for clarification about committee members' conflicts of interest described in the 1/17/19 memo from the City Attorney to the committee members. Molly clarified that although business and property owners have a direct, vested interest in the corridor, their perspective is needed on the project and they are welcomed to participate in decision-making. When making formal recommendations committee members should declare conflict of interest as described in the City Attorney Office's memo.

Jean Senechal Biggs, DKS Associates, reviewed the agenda and the project timeline. The project team is gathering input this winter on the project Goals and Objectives. This spring, the team will begin development of design solutions for the corridor.

PROJECT UPDATES

Allison Brown, JLA Public Involvement, gave a presentation describing the public outreach conducted to date. Activities included the online open house, focus groups and tabling events. Allison explained that the comments posted on the online open house are a way to indicate people who clicked through the entire web page. Participants posted a total of 177 comments. The focus groups provided a range of perspectives and gave the opportunity for underrepresented communities to give feedback on the project.

Allison summarized the results of the values exercise and how participants prioritized issues along the corridor. People ranked and weighted the values in both the online open house and at the focus groups. Safety was clearly the highest priority amongst all groups. Participants also ranked transit, cost, local business access, Main Street character and traffic mobility, but none of these were a clear priority above the others.

Some questions and comments from the group included:

- How old were the youth who attended the Willamalane Two50 Club focus group?
 - Molly explained that they are 11- to 16-year-olds. It was noted that they aren't old enough to drive yet so their experience on the corridor in a car is with parents, as well as via walking, biking, and taking transit.
- The online open house was structured to allow every person to rate every value high.
 - Allison explained that in the values exercise, participants used "sliders" and were given a total of only 21 points to place across the six values. Participants could assign up to 6 points in each category. This forced them to rank their values and not every value could be rated highly.

- What does the table with the results of the values exercise from the online open house tell us?
 - Allison explained that there is nuance in the feedback. Safety is clearly important but local business access also ranked highly. Every category ranked as the highest priority for at least some people.
- It was noted that safety will come out of good access and mobility and that transit will improve as safety is improved.
- Will there be other opportunities for input? People are just getting wind of the project.
 - Allison explained that people can provide comments through the project website. Molly explained that City staff are doing outreach to other community groups to gather input and build awareness of the project. She also referred to the 1/10/19 Council Communication Packet Memo that she forwarded to the SAC in January that outlined all of the outreach strategies used to date inform the community about the project and opportunities to get engaged.
- How do we know if participants in the online open house don't have a conflict of interest? Could they "stuff the ballot box" and skew the results?
 - Allison explained that it was possible for people to take the survey multiple times but each survey also logged the IP address of the respondent so multiple surveys could be flagged. The survey also asked participants to provide their demographic data so we know who responded. Part of our process is to share these results with the SAC and ask if the results reflect the SAC's understanding of community values.
- Can we hear from high school students? The school district has a leadership group.
 - Molly explained that they reached out to the school district, but they weren't able to identify interested students.
- The online open house gathered input from a small group of Springfield's 60,000 residents. This is a disappointing result. The results aren't statistically valid.
 - Molly explained that the City mailed a letter to every property owner and business owner within 300 feet of the the corridor to inform them about the project and the online open house. Notice was also provided through the InMotion news, the Springfield Chamber, and others. She added that there were news stories about the project and open house on television and in the Register Guard. Allison added that public involvement is challenging and that we would expect far fewer people to attend an event in person.

The results of the online open house and the focus groups will be shared at upcoming March meetings of the Springfield Planning Commission, Springfield City Council and the Main Street Governance Team.

EXISTING CONDITIONS INVENTORIES

Jean outlined the technical memos prepared by the consultant team to better understand Main Street's intersection operations, transportation conditions, environmental constraints, and existing land uses. The information gathered will be used by the project team to confirm the problems that need to be addressed, and identify goals and objectives for the project.

Garth Appanaitis, DKS Associates, gave an overview of the transportation inventory which includes information about traffic volumes and speeds, a multimodal inventory and analysis, an analysis of collisions along Main Street, and a traffic operations analysis for 15 intersections. Highlights included:

- The 15 study intersections meet ODOT standards for delay. Traffic moves through the corridor and there is an acceptable amount of delay.
- The density and number of driveways and intersections are high and do not meet ODOT standards.
- Main Street is classified as a Freight Reduction Review Route east of Bob Straub Parkway, so any changes to the freight mobility must go through a review process at ODOT.
- Main Street's narrow sidewalks and bike lanes, along with high roadway speeds and frequent driveways, make it a high stress environment for pedestrians and cyclists.
- Route 11 is the second highest ridership in the LTD service area but there is a lack of safe and accessible routes to bus stops.

Some questions and comments from the committee included:

- Visibility at night is also important for pedestrians.
- Does ODOT still own the highway?
 - ODOT still owns Main Street east of Glenwood
- Does ODOT have a long-term plan to extend the 126 Bypass east of Bob Straub Parkway to remove traffic from Main Street?
 - Bill Johnston, ODOT Region 2, confirmed that there aren't any plans and that expanding the freeway system is a last option.

Lacy Brown, DKS Associates, presented the results of the collision analysis. Highlights included:

- Main Street is a high crash corridor. 653 crashes occurred in the five-year period between 2012 and 2016. Mapping the crashes show some hot spots but crashes are occurring all throughout the corridor.
- Vehicle to train crashes at the rail crossing did not appear in the crash data.
- Pedestrians are involved in 3% of the crashes but account for 75% of fatal crashes.
- Almost 80% of all crashes are rear end or turning movement crashes. This reflects the character of the corridor with its density of driveways and side streets, but 80% is particularly high.
- Five different types of analysis were conducted for the 15 study intersections and 11 segments along the corridor. In many locations, more than one type of analysis flagged an intersection or segment for safety issues.

Some questions and comments from the committee included:

- Is Main Street the most unsafe highway in the state? Is it calculated per block? Per capita?
 - Lacy explained that the analysis considers the length of the corridor to compare it to longer and shorter corridors.
- Where does the data come from?
 - Lacy explained that ODOT maintains the statewide database of crashes. This also means that any unreported crashes are not included.
- Do we have data on how speed and impairment resulted in crashes?
 - Yes, if it is included in the police report, it is in the crash data. [note: Alcohol impairment contributes to 4.6% of crashes, drug impairment contributes to 0.8% of all crashes, and excessive speed contributes to 4.1% of all crashes.]
- Does the data account for the recently installed pedestrian crossings with flashing beacons?

- Lacy explained that they haven't been operating for a long enough period to have sufficient data for analysis.

Jean presented a summary of the land use and environmental inventories. Highlights included:

- The Main Street Vision Plan identified nodes and opportunity sites that should be a focus for safety and other improvements.
- City of Springfield permit requirements for new development and redevelopment to build sidewalks and consolidate driveway accesses create opportunities to improve safety.
- Nearby residential uses and community destinations prompt pedestrians to cross Main Street.
- Federal transportation funds are anticipated for future Main Street safety improvements and therefore, the project must be cleared for compliance with the National Environmental Policy Act (NEPA).
- A high-level, desktop review of the corridor identified the need for future analysis of a number of issues including waterways, stormwater, historic resources, and hazardous materials. None of these are surprising for an urban corridor like Main Street.

GOALS AND OBJECTIVES WORKSHOP

Jean and Allison gave an overview of the draft goals and objectives which include: Safety;, Business Community; Mobility; Transportation Choices; Vital Community; and Feasibility.

Allison asked the committee to provide feedback from their community perspective. She asked them to consider if the spirit of each goal and objective are correct, or if staff needs to make revisions. Goals were reviewed, and comments noted.

Feasibility:

- Take into account the possibility of long-term funding and maintenance of any solution
- Balance initial cost and maintenance to make sure it's truly cost-effective
 - Run a cost-benefit analysis
- Phrase "Cost effective expenditures" is confusing: what does this actually mean?
 - Consider clarifying this goal and objective
 - Consider changing 'expenditure' to 'allocation'

Safety:

- Don't put forward solutions that have already happened/been addressed (i.e., pedestrian crossings)
 - Acknowledge what's been done since 2016 (since data sets are from 2012-2016)
- Find ways to separate pedestrians from vehicles, and create safe buffer zones

Transportation Choices:

- Take out term 'people of color'
 - Rephrase as 'minority'?
 - Rephrase as 'People for whom English is not a first language' or 'people of other cultures'
 - Consider tourists

General Comments:

- Find solutions that work within the existing right-of-way

- Look at how a solution eliminates gaps on a corridor (connecting sidewalks, creating continuous pedestrian or cyclist areas, etc.)
- Build consistency across the corridor (access, sidewalks, etc.)
 - Generally, increase pedestrian and bicyclist access
- The recent snow event demonstrated what happens when the center turn lane isn't available and restricts access – like a center median would.
 - Bill explained that if a median were constructed on Main Street, it would have breaks to allow access.

General Questions:

- Will this project look at ADA compliance/improvements?
 - Yes. The project will need to consider ADA in the design of improvements.
- Can we measure success by the increase in pedestrians, cyclists and transit users along the corridor, in addition to a decrease in accidents?
 - The future baseline collision analysis that will be reported on at our next meeting will evaluate *anticipated* crashes based on traffic engineering models.
 - A before/after study could consider use in the corridor to measure the results of built improvements but is not part of this planning process.
- Can we measure business use, or an increase in customer visits, to measure success?
 - This is a measure that would come in a before/after study. The project goals and objectives are identifying measures we can use to evaluate potential solutions as part of this planning process.
- Where is the funding coming from? What is practical for a cost-effective solution with the funding and constraints that exist?
 - Bill Johnston explained that Main Street is a high priority corridor for ODOT. Funding was already assigned to Main Street but it was moved to other projects due to the need for this planning process to gain community input. Funding for a future project is expected to come from the State.
- How much does the right-of-way vary on corridor?
 - Emma Newman, City of Springfield, explained that it is 80 feet wide between 20th and 51st and 120+ feet side between 51st and Bob Straub Parkway.
- How could we use data from 2016-2018? How will the team know if things have changed due to the recent improvements on the corridor (pedestrian crossings, lighting, etc.)? How do these recent improvements inform the solutions proposed in this project, and the evaluation of these solutions? Do we have any anecdotal information on the new pedestrian crossings?
 - Yes. The project will look at a variety of solutions to improve safety and will recognize the work that has already been done.
 - Bill said that there is a lag in receiving the data because it takes time to process it. ODOT hopes to have 2017 completed soon.

NEXT STEPS

- SAC members can forward any additional comments on the goals and objectives to Molly.
- The project team will present the draft goals and objectives to the Planning Commission, City Council and Main Street Governance Team later this month.
- The next SAC meeting will be held at the end of April. Topics for discussion include the economic impact literature review and the future travel forecasts.

APPENDIX

- SAC Slide Show (attached)
- Draft Goals and Objectives (attached)



**OUR
MAIN
STREET
SPRINGFIELD**

MAIN STREET SAFETY PROJECT | 20th Street to 72nd Street

STRATEGIC ADVISORY COMMITTEE MEETING

March 4, 2019



WELCOME

- **Meeting Agenda & Purpose**
- **Introductions**
- **Committee Protocols**

AGENDA

- **Project Updates**
 - Timeline and Milestones
 - Community Engagement
- **Existing Conditions Inventories**
 - Land Use
 - Environmental
 - Transportation

AGENDA

- **Project Goals & Objectives**
 - Review and provide feedback

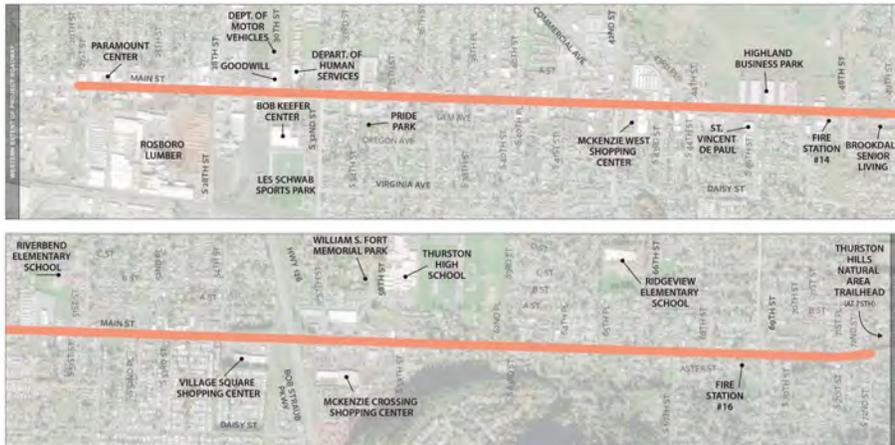
PROJECT PURPOSE STATEMENT

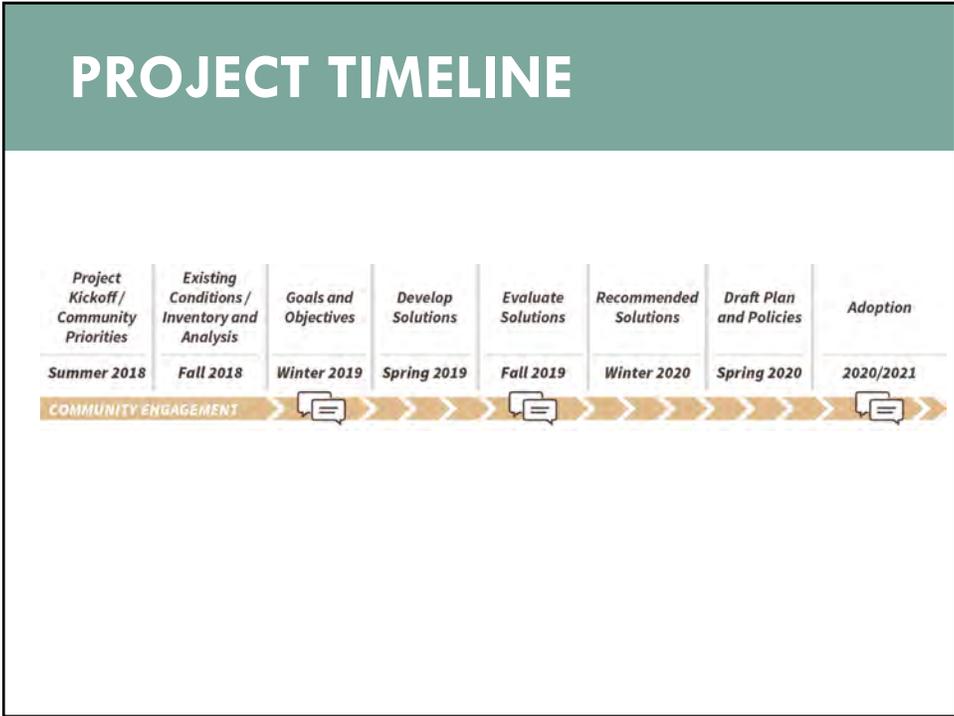


Springfield's Main Street is consistently ranked as one of the most unsafe city streets in Oregon based on the severity and frequency of traffic crashes. ODOT and the City must address this problem to save lives, reduce injuries, and lessen property damage due to crashes. *The purpose of the Main Street 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 safety education and traffic enforcement.

PROJECT AREA: 20TH – 72ND





COMMUNITY ENGAGEMENT

Online Open House

Background

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. ODOT and the City must address this problem to save lives, reduce injuries, and lessen property damage due to crashes.

Project Purpose

The purpose of the Main Street Safety Project: Planning Phase 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.

The Main Street Corridor Vision Plan, ODOT's 2011 Safety Study, the Pedestrian Crossing Project and the Main-McVay Transit Study are some of the building blocks of this project, and coordination between projects is a key part of our planning phase.

COMMUNITY ENGAGEMENT

Focus Groups & Tabling



Melissa Cariño and Emma Newman demonstrating value rating activity



Youth discussing safety issues on Main Street

COMMUNITY ENGAGEMENT

Values Exercise

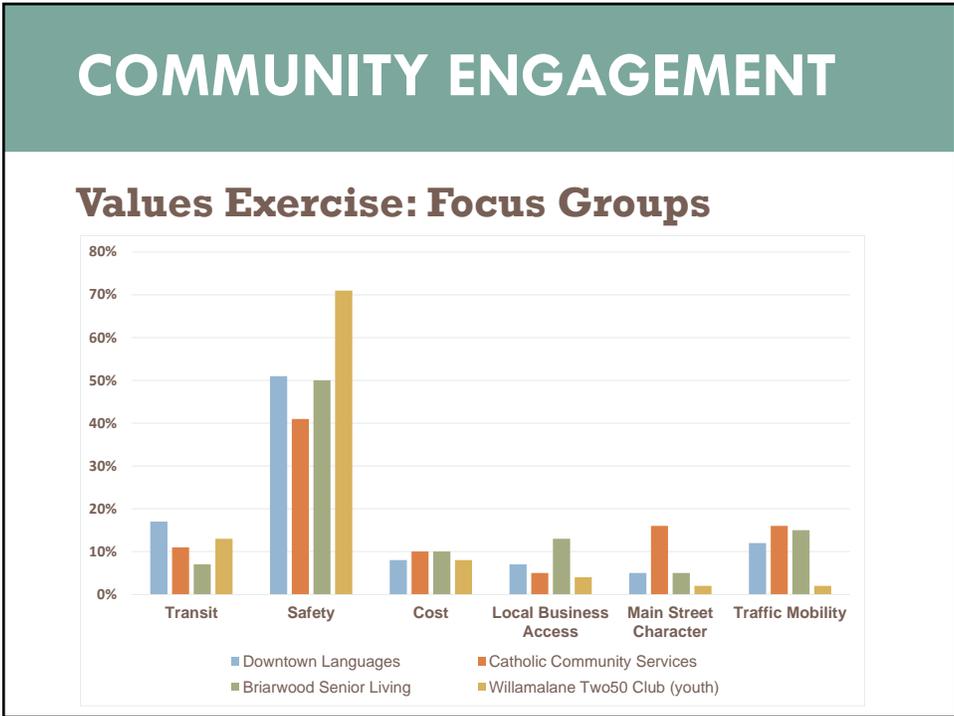
- **Safety:** I value solutions that reduce the risk of fatalities and serious injuries
- **Local Business Access:** I value solutions that support the viability of the businesses on Main Street by providing access and minimizing other impacts
- **Traffic Mobility:** I value solutions that minimize congestion and maintain the flow of traffic

More...

COMMUNITY ENGAGEMENT

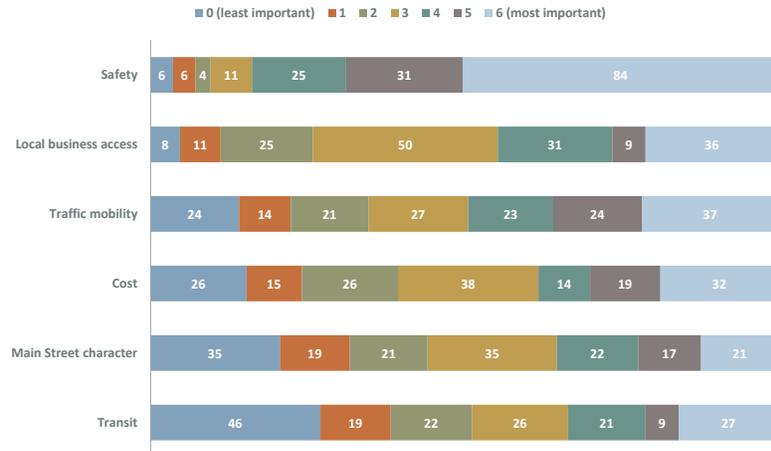
Values Exercise cont.

- **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



COMMUNITY ENGAGEMENT

Values Exercise: Online Open House



COMMUNITY ENGAGEMENT

Title VI Focus Groups and Tabling



Mapping activity at Catholic Community Services

UPCOMING MEETINGS

Existing Conditions and Goals & Objectives

- 3/5: Planning Commission work session
- 3/11: City Council work session
- 3/21: Governance Team

Project Overview and Goals & Objectives

- 3/12: Spfld Board of Realtors
- 3/12: Spfld Chamber of Commerce - Gov't Affairs
- 4/18: Spfld City Club
- TBD: Persons w/ Disabilities, Twin Rivers Rotary, Springfield Rotary Club

PROJECT UPDATES

Questions?

EXISTING CONDITIONS

Inventories to understand Main Street

- Tech Memo #5: Intersection Operations
- Tech Memo #6: Transportation Conditions
- Tech Memo #7: Environmental
- Tech Memo #8: Land Use

Related documents

- Tech Memo #2: Plans and Policies Framework
- Tech Memo #4: Transportation Analysis
Methods & Assumptions

EXISTING CONDITIONS

How we will use this data?

- Confirming problems that need to be addressed
- Turn into Goals & Objectives for the project

TRANSPORTATION

Inventory includes:

- Street network characteristics, traffic volumes, speed, and classification data
- Multimodal inventory and analysis
- Corridor collision analysis
- Traffic operations analysis for 15 intersections

TRANSPORTATION

Roadway Characteristics

- 5-lane arterial with bike lanes
- Posted speed 35 – 45 MPH
- 16K – 20K vehicles per day
- Study intersections meet ODOT mobility standards
- Access spacing does not meet ODOT standards

TRANSPORTATION

Freight

- Represents 2% to 4% of vehicle traffic
- City truck route, Federal/RRR east of Bob Straub Parkway
- Freight value and tonnage higher east of Bob Straub



TRANSPORTATION

High-stress Pedestrian Environment

- Proximity of vehicles
- High roadway speeds
- Narrow sidewalks with no buffer
- Sidewalk obstructions and ADA ramps

TRANSPORTATION

High-stress Cycling Environment

- Many unsignalized intersection and driveway crossings
- Proximity of vehicles
- High roadway speeds
- Two lanes of traffic in each direction and center left turn lane
- 5 to 7 ft wide bike lanes, no buffer

TRANSPORTATION

Transit Service and Access

- Route 11: approximately 3,000 daily boardings
- 2nd highest ridership in LTD service area
- Headways of 10 to 30 minutes
- Lack of safe and accessible routes to bus stops

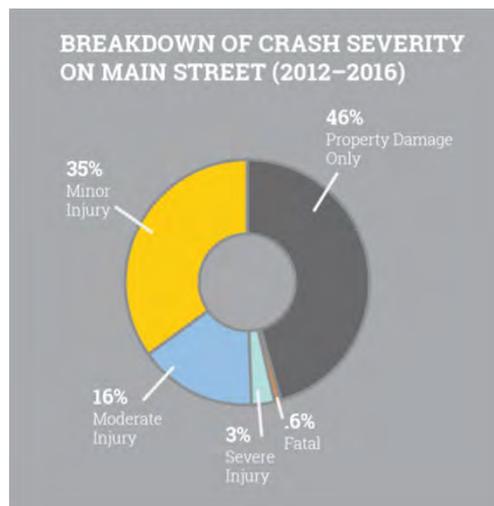
TRANSPORTATION

Questions?

COLLISION ANALYSIS

High crash corridor

- 653 crashes (2012 – 2016)
- Approximately 1-1/3 crashes per week
- Crashes occur throughout the corridor

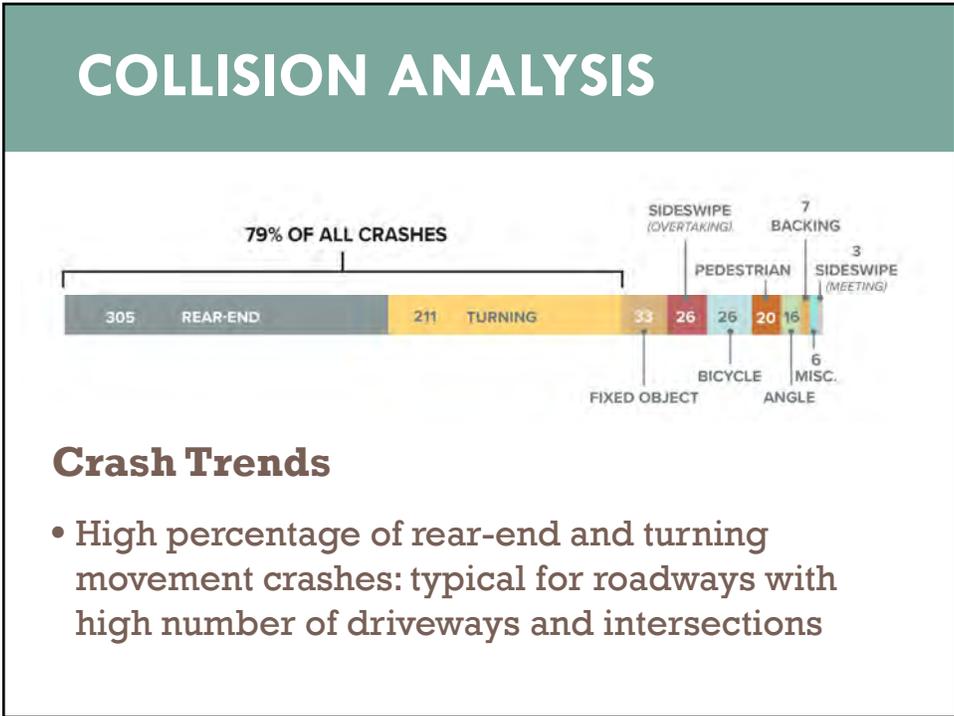
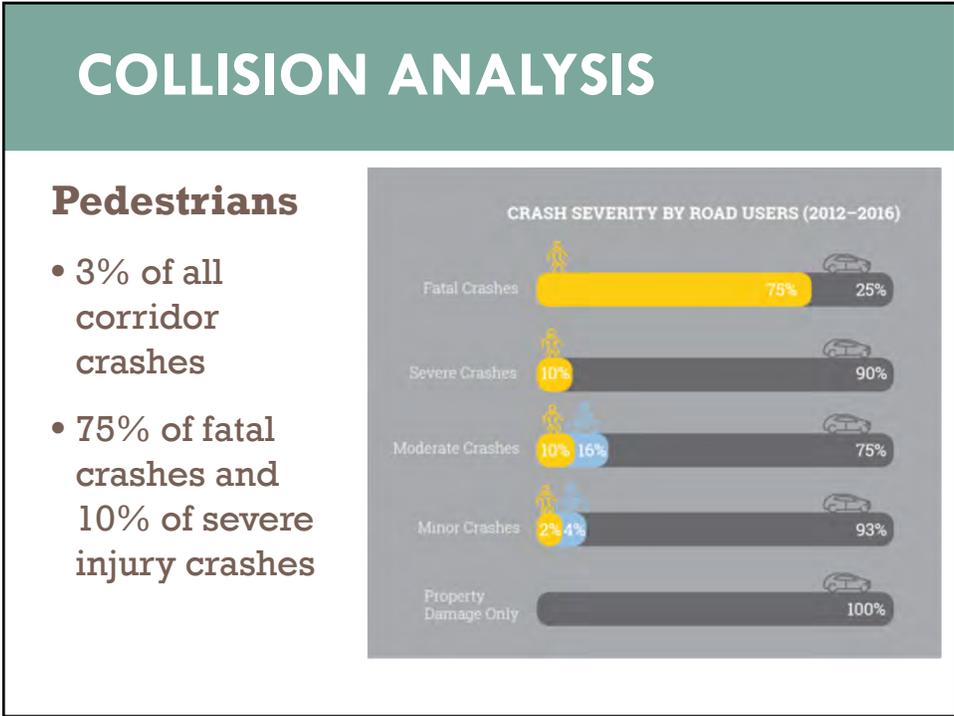


Fatal and Injury Crashes



Property Damage Only Crashes





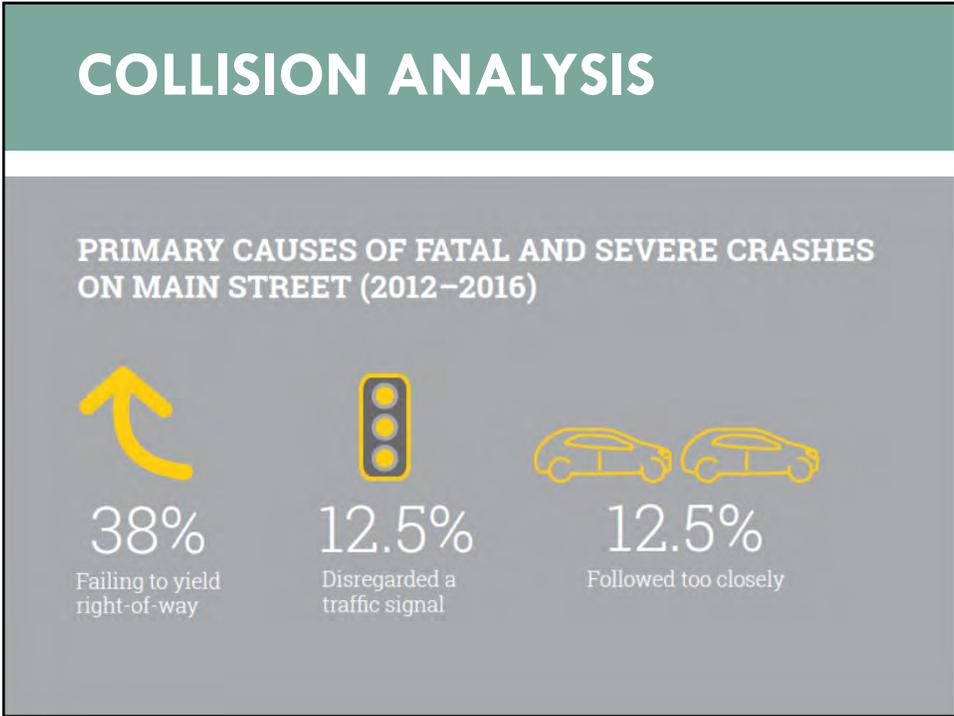


Table 18: Locations Flagged in Safety Evaluation

Location (Intersection Cross-Street or Segment Extents)	Excess Crash Frequency (HSM)	Excess Crash Types (HSM)	SPIS Location (ODOT)	Excess Crash Rate (ODOT)	ARTS Location (ODOT)
Intersections					
28th Street	x	x			
30th Street	x	x		x	
32nd Street	x	x	x		
36th Street	x	x			
41st Street	x	x	x	x	x
42nd Street	x		x	x	x
Chapman Lane (non-study intersection)			x		
48th Street	x				
S. 51st Street	x	x			
53rd Street (non-study intersection)			x		
54th Street	x		x		x
Bob Straub Pkwy	x	x	x		x
58th Street	x	x	x		
62nd Place	x	x			
69th Street	x		x		
71st Street (non-study intersection)			x		

Table 18: Locations Flagged in Safety Evaluation

Location (Intersection Cross- Street or Segment Extents)		Excess Crash Frequency (HSM)	Excess Crash Types (HSM)	SPIS Location (ODOT)	Excess Crash Rate (ODOT)	ARTS Location (ODOT)
Segments						
28th Street	30th Street	x		x	x	x
30th Street	32nd Street	x	x			x
32nd Street	35th Street	x				x
36th Street	41st Street	x	x		x	x
41st Street	42nd Street	x	x		x	x
42nd Street	48th Street	x	x	x	x	x
S. 51st Street	54th Street	x	x		x	x
Bob Straub Pkwy.	58th Street	x				x
58th Street	62nd Place	x	x			x
62nd Place	69th Street	x	x	x		x
69th Street	S. 72nd Street	x	x			x

COLLISION ANALYSIS

Questions?

LAND USE SUMMARY

Main Street Vision Plan (2015)

- Identified nodes and opportunity sites – should be a focus for safety and other improvements



- **Segment 2:** 23rd Street to Bob Straub Parkway
- **Segment 3:** Bob Straub Parkway to 69th Street

LAND USE SUMMARY

Vacant and Developable Land

- Mix of commercial, industrial and residential development is happening and projects anticipated near 28th, 51st, and 65th Place
- Permit requirements for sidewalks and access consolidation creates opportunities



LAND USE SUMMARY

Residential uses and community features prompt pedestrians crossing Main Street



ENVIRONMENTAL SUMMARY

Federally-funded projects must be cleared for compliance with NEPA

- Wetlands, Waterways, and Water Quality
- Archaeological and Historic Resources
- Air Quality
- Biological Resources and Threatened and Endangered Species
- Noise
- Visual Resources
- Hazardous Materials
- Socioeconomics and Environmental Justice
- Floodplains

ENVIRONMENTAL SUMMARY

High-level Desktop exercise (no site visits)

Potential future reconnaissance:

- Wetlands, Waterways, and Water Quality
- Stormwater Management Plan
- Archaeological and Historic Resources
- Air Quality conformity
- ESA documentation
- Noise Study
- Hazardous Materials Corridor Study

LAND USE & ENVIRONMENTAL

Questions?

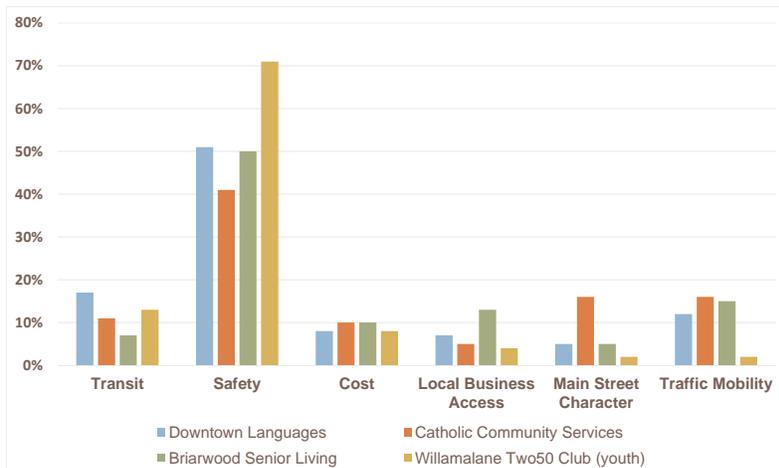
GOALS & OBJECTIVES

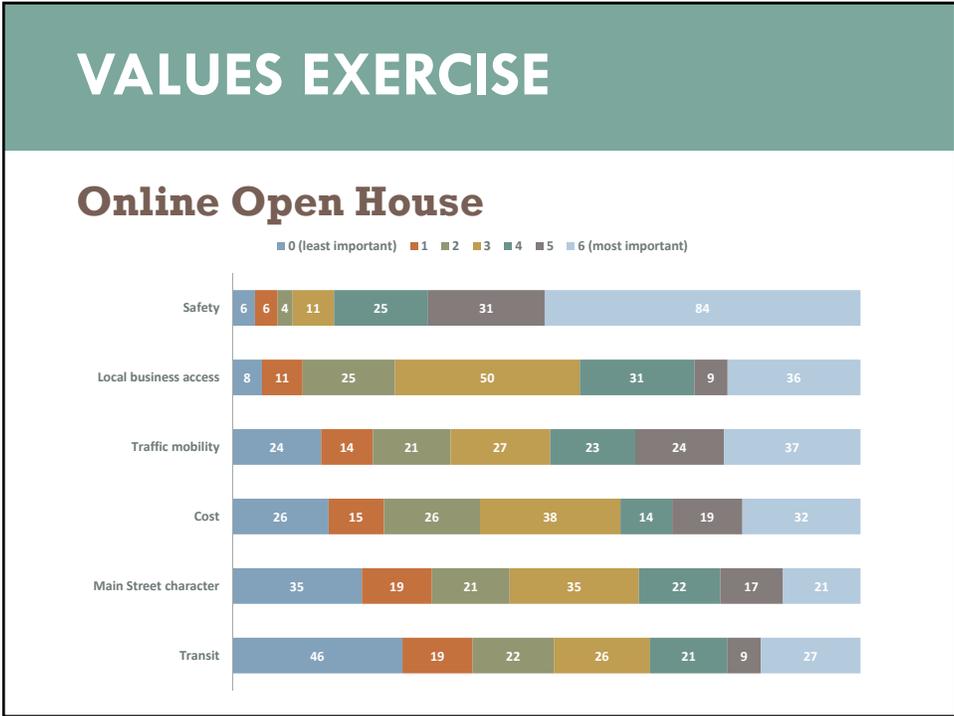
A **goal** is an overarching principle or a broad statement of intent that informs the range of possible transportation solutions and guides decision-making.

Objectives are specific, measurable, and relevant steps that are taken to meet the goal.

VALUES EXERCISE

Focus Groups





GOALS & OBJECTIVES

Safety: Increase the safety of Main Street for all users

Objectives:

- ✓ Achieve a significant reduction in fatalities and serious injuries
- ✓ Achieve a significant reduction in the frequency of crashes along the corridor

GOALS & OBJECTIVES

Business Community: Support the viability of existing and future businesses

Objectives:

- ✓ Provide access for customers and deliveries to businesses along Main Street corridor
- ✓ Respond to business owner needs and support the visibility and economic development of Main Street
- ✓ Respond to property owner needs and support the potential for future businesses to locate on Main Street

GOALS & OBJECTIVES

Mobility: Ensure people and goods travel efficiently and reliably through the corridor

Objectives:

- ✓ Maintain the efficiency and reliability of passenger vehicle operations through the corridor
- ✓ Maintain the efficiency and reliability of transit operations through the corridor
- ✓ Retain freight vehicle mobility along Main Street

GOALS & OBJECTIVES

Transportation Choices: Create a multimodal environment that connects people and destinations

Objectives:

- ✓ Ensure access to services and destinations along Main Street for all members of the community at all income levels, including seniors, people with disabilities, children, and people of color.

More...

GOALS & OBJECTIVES

Transportation Choices: cont.

Objectives:

- ✓ Create safe, comfortable and efficient pedestrian and bicycle access along Main Street.
- ✓ Support existing transit service and accommodate enhanced transit service in the future

GOALS & OBJECTIVES

Vital Community: Support the vitality of the community and its vision for Main Street

Objectives:

- ✓ Improve the appearance and aesthetics of Main Street to make it a vibrant place for those who live, work, shop and travel through the corridor
- ✓ Create an environment consistent with the Main Street Vision Plan

More...

GOALS & OBJECTIVES

Vital Community: cont.

Objectives:

- ✓ Support access to destinations along Main Street, as well as those that rely on access from Main Street

GOALS & OBJECTIVES

Feasibility: Develop a plan with a clear and achievable approach to implementation

Objectives:

- ✓ Can be implemented within five years through anticipated funding sources and acceptable project delivery approaches
- ✓ Ensure the cost-effective expenditure of resources

GOALS & OBJECTIVES

Questions?

GOALS & OBJECTIVES

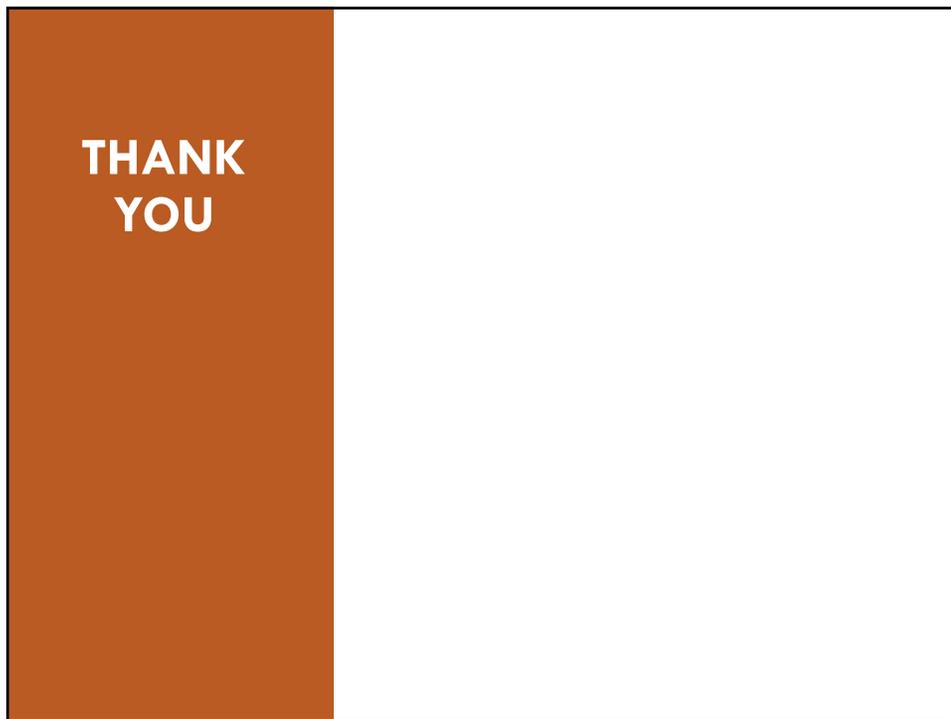
Workshop

NEXT STEPS / NEXT MEETING

April

Next SAC meeting

- Economic impact literature review
- Future baseline travel forecasts



Main Street Safety Project – Draft Goals & Objectives (3/4/19)

Safety – Increase the safety of Main Street for all users

Objectives: Identify infrastructure solutions that:

- ✓ Achieve a significant reduction in fatalities and serious injuries
- ✓ Achieve a significant reduction in the frequency of crashes along the corridor

Note: The primary purpose of the Main Street Safety Project is to improve safety. For a design solution to advance, it must demonstrate an improvement to safety above all other goals.

Business Community – Support the viability of existing and future businesses

Objectives: Identify infrastructure solutions that:

- ✓ Provide access for customers and deliveries to businesses along Main Street corridor
- ✓ Respond to business owner needs and support the visibility and economic development of Main Street
- ✓ Respond to property owner needs and support the potential for future businesses to locate on Main Street

Mobility – Ensure people and goods travel efficiently and reliably through the corridor

Objectives: Identify infrastructure solutions that:

- ✓ Maintain the efficiency and reliability of passenger vehicle operations through the corridor
- ✓ Maintain the efficiency and reliability of transit operations through the corridor
- ✓ Retain freight vehicle mobility along Main Street

Transportation Choices – Create a multimodal environment that connects people and destinations

Objectives: Identify infrastructure solutions that:

- ✓ Ensure access to services and destinations along Main Street for all members of the community at all income levels, including seniors, people with disabilities, children, and people of color.
- ✓ Create safe, comfortable and efficient pedestrian and bicycle access along Main Street.
- ✓ Support existing transit service and accommodate enhanced transit service in the future

Vital Community – Support the vitality of the community and its vision for Main Street

Objectives: Identify infrastructure solutions that:

- ✓ Improve the appearance and aesthetics of Main Street to make it a vibrant place for those who live, work, shop and travel through the corridor
- ✓ Create an environment consistent with the Main Street Vision Plan
- ✓ Support access to destinations along Main Street, as well as those that rely on access from Main Street

Feasibility – Develop a plan with a clear and achievable approach to implementation

Objectives: Identify infrastructure solutions that:

- ✓ Can be implemented within five years through anticipated funding sources and acceptable project delivery approaches
- ✓ Ensure the cost-effective expenditure of resources