
Date: 1/30/2020

To: Niel Laudati, Interim Assistant City Manager **COMMUNICATION**

From: Molly Markarian, Senior Planner **PACKET**
Tom Boyatt, Community Development Director
Brian Conlon, Operations Director

Subject: Main Street Safety Project Update **MEMORANDUM**

INFORMATION SHARE:

As the project team prepares to launch the second major round of community engagement for the Planning Phase of the Main Street Safety Project, we have prepared a summary of community feedback received during 2019 should you wish to share with Council.

Project Status

An October 2019 Communication Packet Memo updated the Council on the technical analysis and community engagement tasks that the project team advanced following the June 2019 Council Work Session. In the coming months, the project team will launch the second major round of communication and engagement with the community to gather feedback on street cross-section elements to inform Council discussion of preferred elements later this spring. Following is a summary of community feedback received since the last major round of outreach.

2019 Community Engagement

Community engagement activities during the period between the first and second major rounds of outreach (January – November 2019) were designed to build overall project awareness and gather feedback on project goals and objectives among a variety of stakeholders:

- **Business & Property Owners:** Sent mailer to approximately 600 business and property owners adjacent to Main Street. Engaged in follow-up communication with approximately a dozen property owners, and held Collaborative Discussions with two.
- **Strategic Advisory Committee:** Held three SAC Meetings.
- **Community Groups:** Presented at Springfield Realtors, Springfield Chamber of Commerce–Government Issues Committee, Springfield City Club, Twin Rivers Rotary, and Springfield Rotary Club meetings.
- **Interested Parties:** Updated project website and emailed five updates to interested parties list. KVAL and KMTR ran one story each, Creswell Chronicle published one article.

These activities reached over 1,500 people through the mailer (616 recipients), E-Updates (821 recipients), and community group (166 participants) and SAC (13 members) meetings. Members of the public also sent in 42 comments via email, phone, and in-person contact with the project team. Detailed summaries of this input can be viewed in the Documents, Meetings, and Events section of the [project webpage](#), and key themes that emerged across all interests are:

- Main Street needs safety improvements.
- Support for infrastructure solutions but concerns with how it will be implemented and long-term maintenance costs.
- Selected solutions should help business growth and encourage more people to frequent Main Street.
- Consider solutions that can help create a sense of place for Main Street.
- Solutions should consider feedback from both business owners and other community stakeholders.
- Support for solutions that encourage slower speeds and enable smooth traffic flow.
- Continue traffic enforcement and education while implementing infrastructure solutions.
- Support for additional or improved marked crosswalks and lighting on Main Street.