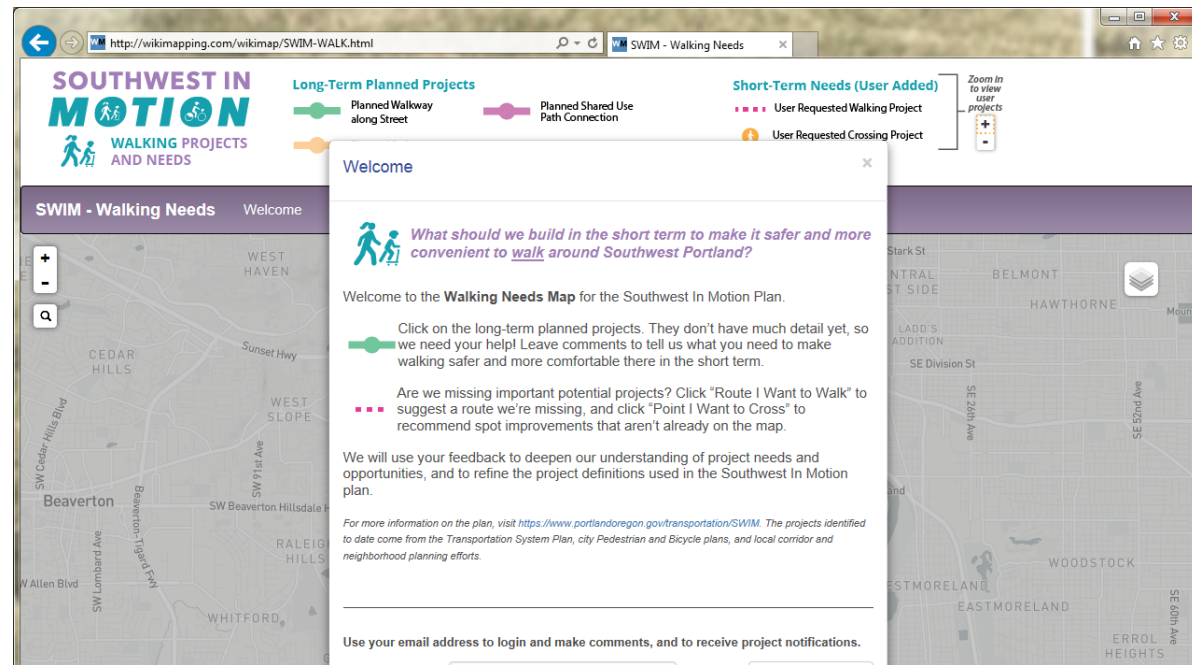


SOUTHWEST IN MOTION

Priorities, Criteria & Needs: Outreach & Engagement Summary DRAFT Mar 29, 2018

This report documents the process of gathering public feedback on project needs, priorities, criteria, and measures. The results will help guide development of the Southwest In Motion Candidate Projects List.



DRAFT

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Process + Questions

Between January 12 and March 24, 2018, staff gathered feedback from 10 different community and public advisory groups representing over 130 participants. At each of these events, staff explained the project showed the preliminary list of priorities and measures, asked what was missing, and then engaged the groups in a prioritization activity. For the activity, all participants were asked to raise their hands up to three times to indicate their top three project prioritization criteria. In some cases, the Project Team was additionally able to show maps to the group and gather their feedback about area project needs for walking and biking.

Additionally, staff implemented an online survey that was open from January 30 – March 16, 2018 and garnered feedback from nearly 1,200 unique users. The Project Team informed the Southwest community about the Plan and their opportunity to provide feedback through the survey in the following ways:

- Editorial article:
 - [SW News, March 2018](#)
- Print advertising:
 - Southwest Portland Post: February and March, 2018
 - SW News, February 2018
- Facebook advertising:
 - Targeted to SW audience: January 31 – March 16, 2018
- Earned media:
 - [KATU News, January 31, 2018](#)
 - KATU social media sharing
- OHSU campus outreach:
 - Tabling with doughnuts and online survey promotional handouts, February 20, 2018

- Mailings:
 - Online survey promotional handouts mailed to over 40 SW businesses, neighborhood associations, and organizations of interest, for their distribution



Figure 1: Screenshot of a KATU tweet, featuring an image of the online survey.

Criteria and measures

Preliminary list of criteria and measures shown to each group for their feedback.

Criteria	Objective	Types of Measures
Support Connected Networks	The project should support designated active transportation networks in Southwest.	Walkways: Number of city active transportation networks (SRTS, TSP Transit Access, City Walkway, SW Trails, etc.)
Fill Gaps	The project should overcome barriers or fill gaps in the walking and biking network	Connectivity score (based on analysis or assignment) of the degree a project fills a major network gap or crosses a barrier.
Safety	The project should improve safety on our most dangerous streets.	On a Vision Zero HCN; High Speed, High Volume roads
Usage Levels	The project should serve areas with high concentrations of homes or destinations.	Serves Town/ Neighborhood Centers, Multifamily Residential Zones, High Frequency Transit Stops, and Essential destinations.
Under-served and Vulnerable Communities	The project should support under-served populations.	Populations of Low income, Communities of color, Renter population. People with disabilities.
Funding Opportunity	The project should be compatible with funding sources, opportunities and programs.	Eligibility for funding sources (TSDC Eligible, LTIC collector street, SRTS alignment, VZ corridor
Construction Feasibility	The project should be constructible, with no known fatal flaws or major constraints.	This will prioritize opportunistic projects, and deprioritize highly challenging projects.
Community Support	The project should respond to community demand and priorities.	Supported by Neighborhood organizations, District Coalition

Feedback summary

The top three priorities from all focus groups were:

- Support connected networks
- Fill gaps
- Safety

Additionally, under-served and vulnerable communities was a close fourth category.

Top three priorities from each group

Light orange indicates a tie for the third priority.
Gold indicates the top supported criteria.

	Support connected networks	Fill gaps	Safety	Usage levels	Under-served and vulnerable communities	Funding opportunity	Construction feasibility	Community support
Portland Commission on Disability	Gold	Light orange	Gold		Light orange			
Southwest Neighborhoods Inc.	Light orange	Gold	Light orange	Light orange				
Kesser Israel		Gold	Gold		Light orange			
Markham Elementary "Sharing with Shawn"	Light orange		Gold	Light orange	Light orange			
SW Trails	Gold	Gold	Gold					
Portland Community College International Students		Gold	Gold		Light orange			
Portland Bicycle Advisory Committee	Gold		Gold		Light orange			
Stephens Creek Crossing/ Neighborhood House	Gold	Gold			Light orange			
Portland Pedestrian Advisory Committee	Gold	Gold	Gold					
Terwilliger Plaza			Gold		Light orange		Light orange	
Online survey	Gold	Gold	Gold					
Overall	8	8	9	2	7	0	1	0

Individual event summaries

Portland Commission on Disability (PCOD) Accessibility in the Built Environment (ABE) Workgroup

Date: 1/12/18

Number of participants: 7

About group: Guides the City in ensuring that it is a more universally accessible city for all. <https://www.portlandoregon.gov/oehr/62222>

Criteria	Vote	Notes
Support Connected Networks	5	Emphasize access: sidewalks to transit
Fill Gaps	4	Emphasize access
Safety	5	
Usage Levels	1	
Under-served and Vulnerable Communities	4	Emphasize access. Include measures for disability, such as ramp deployments on TriMet
Funding Opportunity	0	
Construction Feasibility	0	
Community Support	1	
What is Missing?		

General comments:

- All projects selected should be accessible and bike lanes should be accessible by users in mobility devices

Southwest Neighborhoods Inc. (SWNI) Transportation Committee

Date: 1/17/18

Number of participants: 12

About group: SW neighborhood coalition empowers citizen action to improve and maintain the livability of Southwest neighborhoods.

<http://swni.org/>

Criteria	Vote	Notes
Support Connected Networks	8	
Fill Gaps	8	
Safety	6	Emphasize crossings
Usage Levels	8	
Under-served and Vulnerable Communities		
Funding Opportunity	4	Emphasize opportunities with BES
Construction Feasibility		
Community Support		
What is Missing?		

General comments:

- Consider alternate routes rather than making dangerous streets the primary route (alternative routes to arterials)
- Consider "feeder routes" to places with limited connectivity

- Consider routes that may be direct but not represented in City network (such as trails)
- Consider that crashes often go unreported
- Consider connections to new infrastructure
- Consider geographic balance in selecting projects
- Emphasize projects that will be “game changers” for mode shift



Figure 2: Kesser Israel focus group (participants look at maps to identify walking and biking needs).

Kesser Israel (Jewish congregation)

Date: 1/30/18

Number of participants: 23

About group: The longest established Jewish Orthodox Shul in Oregon.

<http://www.kesserisrael.org/home>

Criteria	Vote	Notes
Support Connected Networks	3	
Fill Gaps	15	
Safety	21	Emphasis on pedestrian crashes
Usage Levels	2	
Under-served and Vulnerable Communities	21	Measures should include a 1.5 mile or less radius around Kesser Israel
Funding Opportunity	0	Consider flexibility with redevelopment fees/ structure
Construction Feasibility	1	
Community Support	5	
What is Missing?		

General comments:

- Originally displaced from congressional home of S. Waterfront
- Community compelled to walk on Jewish holidays
- As observant, orthodox Jews, they may not press a button for a walk signal on certain days, may not trigger motion detector lights
- Clearing sightlines from branches and bushes will make impact
- Don't forget the important projects that cost a lot



Figure 3: Staff tabling at OHSU campus in the snow.

Markham Elementary School

“Sharing with Shawn” (Somali mother’s group)

Date: 2/16/18

Number of participants: 11

About group: Informal meeting to connect with parents and talk about what’s going on at school, includes Somali translation and is predominantly attended by Somali mothers of elementary students at Markham. <https://www.pps.net/markham>

Criteria	Vote	Notes
Support Connected Networks	6	
Fill Gaps		
Safety	10	Visibility is important
Usage Levels	6	
Under-served and Vulnerable Communities	7	
Funding Opportunity		
Construction Feasibility		
Community Support	2	
What is Missing?		

SW Trails PDX

Date: 2/22/18

Number of participants: 14

About group: Promotes walking and biking in Southwest Portland, Oregon. <https://swtrails.org/>

Criteria	Vote	Notes
Support Connected Networks	10	Emphasize internal neighborhood connections as well as regional connections. Prioritize connections to schools
Fill Gaps	7	
Safety	10	Measure speeding/ observed speeds. Emphasize crosswalks, areas with high traffic and no sidewalk
Usage Levels	1	
Under-served and Vulnerable Communities	3	
Funding Opportunity		Consider volunteer labor. Consider bang for the buck - trails are cheap.
Construction Feasibility	3	
Community Support	6	
What is Missing?		

General comments:

- Geographical balance and distribution
- Consider opportunities to calm shared roadways
- Consider improving walking on alternative streets
- Bridlemile Elementary School route needs to change

Portland Community College (PCC)

Conversation Café (international students)

Date: 2/26/18

Number of participants: 9

About group: Conversation Cafe is a free, non-classroom setting where ESOL students can practice language skills through authentic conversations

<https://www.pcc.edu/prepare/esol/conversation-cafe/>

Criteria	Vote	Notes
Support Connected Networks	1	
Fill Gaps	8	
Safety	8	
Usage Levels	1	
Under-served and Vulnerable Communities	5	
Funding Opportunity		
Construction Feasibility	1	
Community Support	1	
What is Missing?		

General comments:

- Pedestrian shoulder “lanes” are still dangerous, consider protected walking spaces instead
- Consider focusing on locations where there are missing sidewalks, connections needed, and places where people need to cross the street safely



Figure 4: PCC international students participate in SWIM prioritization activity during Conversation Café.

City of Portland Bicycle Advisory Committee (BAC)

Date: 3/13/18

Number of participants: 15

About group: Community advisory body that meets monthly to review projects of interest to cyclists, discuss bike issues, and advise City Council and bureaus on all bicycle-related matters.

<https://www.portlandoregon.gov/transportation/37435>

Criteria	Vote	Notes
Support Connected Networks	8	Emphasize connections to transit
Fill Gaps	5	
Safety	11	Emphasize Vision Zero
Usage Levels	2	Emphasize centers and corridors
Under-served and Vulnerable Communities	10	
Funding Opportunity	4	Include project funding partnerships and opportunities with the Bureau of Environmental Services (BES) in this measure
Construction Feasibility	1	
Community Support	4	
What is Missing?		

General comments:

- Consider practical roads for the routes, roads that are used today, not just the classifications of the streets
- There are some cases where double-yellow lines are not necessary, streets could be calmed by actually removing some of them, such as on Maplewood Road
- Consider using some of the money for pilot projects for civic innovation, and to spread the money around for low cost fixes
- Consider how LID funding might be leveraged

Stephens Creek Crossing / Home Forward

Date: 3/15/18

Number of participants: 7

About group: A mixed-use, affordable housing development in SW Portland, with 122 apartments, community center, and Head Start school.

<http://www.homeforward.org/find-a-home/get-an-apartment/stephens-creek-crossing>



Figure 5: Residents of Stephens Creek Crossing engage in a SWIM focus group.

Criteria	Vote	Notes
Support Connected Networks	7	
Fill Gaps	6	
Safety	1	Safety should be an automatic given
Usage Levels		
Under-served and Vulnerable Communities	7	
Funding Opportunity		
Construction Feasibility		
Community Support		
What is Missing?		

City of Portland Pedestrian Advisory Committee

Date: 3/20/18

Number of participants: 11

About group: Community advisory committee that advises the City on all matters that encourage and enhance walking as a means of transportation, recreation, wellness, and environmental enhancement, and generally works to make Portland a better city for pedestrians.

<https://www.portlandoregon.gov/transportation/73741>

Criteria	Vote	Notes
Support Connected Networks	7	Consider popular exercise routes for bikers and peds
Fill Gaps	7	
Safety	10	
Usage Levels	3	
Under-served and Vulnerable Communities	2	
Funding Opportunity	1	
Construction Feasibility	1	
Community Support		
What is Missing?		

General comments:

- Consider comprehensive investment in all regions of the city.

Terwilliger Plaza (senior living)

Date: 3/24/18

Number of participants: 27

About group: Senior independent living and retirement community.

<http://www.terwilligerplaza.com/>

Criteria	Vote	Notes
Support Connected Networks	3	
Fill Gaps	9	
Safety	27	
Usage Levels	10	
Under-served and Vulnerable Communities	12	
Funding Opportunity		
Construction Feasibility	10	Should include considerations about longer term maintenance needs
Community Support	1	
What is Missing?		

General comments:

- Concern about air pollution
- Concerns about I-405 connections to downtown (outside SWIM scope, inside Central City in Motion scope)
- Interests in greater enforcement, including a red-light camera on SW 6th and Broadway
- Idea for cable cars to get people up and down the big hills
- Support for flashing beacons like one on Barbur Blvd
- Idea for a land bridge between 6th Ave and Terwilliger Plaza



Figure 6: Terwilliger Plaza residents participating in their focus group.

Online survey summary

Dates: 1/30/18 - 3/16/18

Number of participants: 1,196

Criteria	Vote	Notes
Support Connected Networks	390	
Fill Gaps	885	
Safety	1036	
Usage Levels	379	
Under-served and Vulnerable Communities	317	
Funding Opportunity	74	
Construction Feasibility	149	
Community Support	358	
What is Missing?		

This data is still being analyzed as of 4/3/18. Summary of general comments will be forthcoming. Project needs feedback will be analyzed and made available as an Appendix to this document. Focus group feedback on project needs will be reflected in the Appendix as well, as a summation of responses.