



SOUTH WILLAMETTE Street Improvement Plan

Meeting Summary Community Forum #3: Evaluate the Alternatives

June 11th 4:00-5:45 and 7:00-7:45 pm
South Eugene High School

Overview

At the final of three community forums, participants reviewed the transportation study results regarding three alternatives for improving Willamette Street between 24th and 32nd Avenues, asked questions, discussed and shared their preferences. The study aims to help South Willamette Street be a vibrant urban corridor accessible by bicycle, foot, car, and bus. The area includes residential, commercial, and mixed uses, and six intersections over about a ¾ mile stretch. The study area is currently forty-two feet curb to curb, has sixty feet of right of way, no bike lanes, and irregular sidewalks with more than seventy driveways.

Two well-attended meetings were held on June 11, 2013 to accommodate the high level of civic engagement, filling the large cafeteria at South Eugene High School with 275 participants. DKS Associates presented their study findings and answered questions. In small groups, participants discussed what new information might influence their preference, and then reconvened as a full group for a thoughtful, structured discussion of the options. Surveys of participant opinions were collected at the end of the meeting.

Meeting

Chris Henry, City of Eugene Project Manager, explained that this project is part of a larger land use planning effort, “Envision Eugene,” that plans for the 20-year future of Eugene’s population and employment. The district around Willamette St. is the subject of a Concept Plan dealing with infill and redevelopment opportunities. The Street Improvement Plan project aims to develop a complete street redesign plan for an active transportation corridor, where people can walk, bike, access transit, drive, and access the area’s businesses. The plan aims to support the area’s existing businesses and the commercial district’s vitality, create a balanced multi-modal transportation system, further City planning efforts to identify compact growth and redevelopment opportunities, and foster a well-informed community supportive of the plan.

Scott Mansur, DKS Associates, explained the inclusive process that led to selection of the three alternatives for deeper analysis being presented, and explained that in the autumn of 2013 the plan will be presented to the Eugene Planning Commission followed by a presentation and recommendation for action to the Eugene City Council. To see the presentation PowerPoint of study findings visit the project website at eugene-or.gov/SWillametteStreet.

Ellen Teninty, Cogito, facilitated clarifying questions prior to breaking into small groups for an opportunity to think about what participants had heard and listen to one another’s views. Cogito then facilitated a process of large group discussion coordinated with survey feedback. See Attachment A for discussion notes, and Appendix B for survey comments.

In addition to the meeting, the survey was available on-line for the following week. The following pages are the separate survey results of (1) the June 11th meetings, and (2) the on-line survey.

Survey Results

The project developed a survey to gather public input on the impacts of the three remaining design alternatives for the South Willamette Street Improvement Plan. Survey questions were designed to gather public opinion on the results of the traffic analysis conducted by DKS Associates for the City of Eugene. The goal of the traffic analysis was to understand the impact on motor vehicle traffic of each alternative. See page 12 for a copy of the survey.

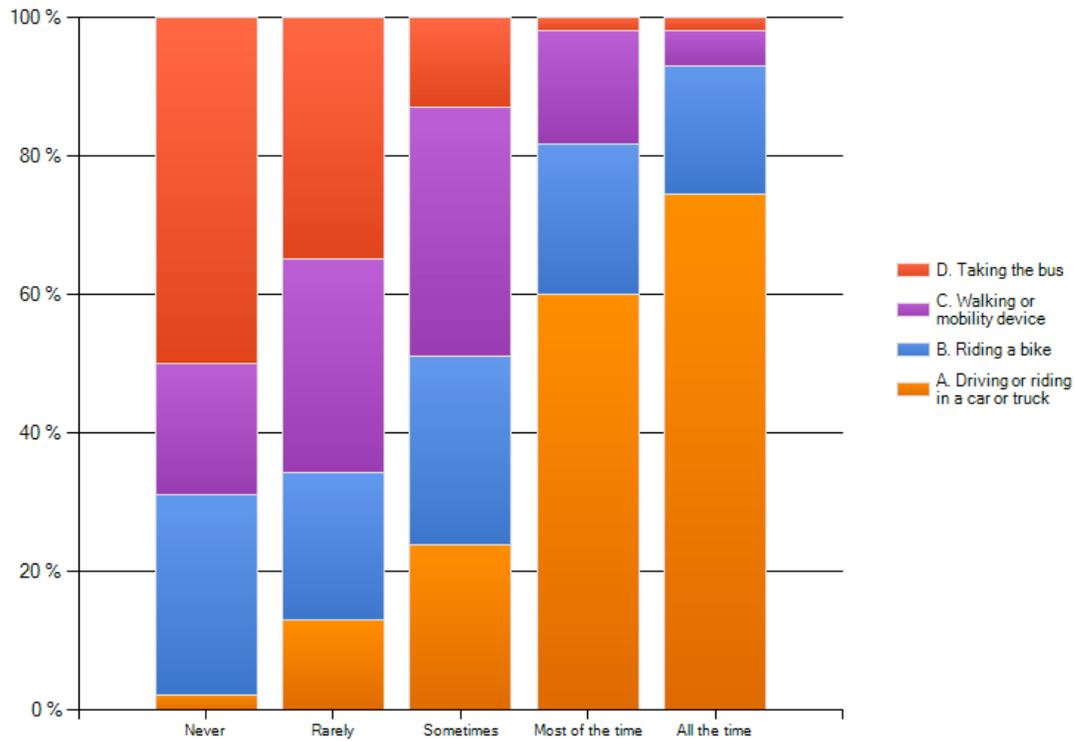
To develop the survey, the project team reviewed the results of the traffic analysis, discussed the content for Community Forum #3, and identified areas where public input would be valuable to decision makers. To view the results of the traffic analysis, visit the website documents: Technical Memos #7 and #8.

The survey was conducted at both Community Forum #3 on June 11th and online for a 7-day period following the forum. Because some individuals chose to complete the survey at both the forum and online, the results are compiled separately. Out of approximately 275 people who attended Forum #3, 223 completed surveys. 394 surveys were conducted online. Forum participants benefited from a presentation and group discussion, while online participants relied on graphics built into the survey. Survey completion rates were very high: only 4 surveys were incomplete at the forum, and 12 online surveys were incomplete. The surveys are unscientific and the results do not represent the demographics of the community:

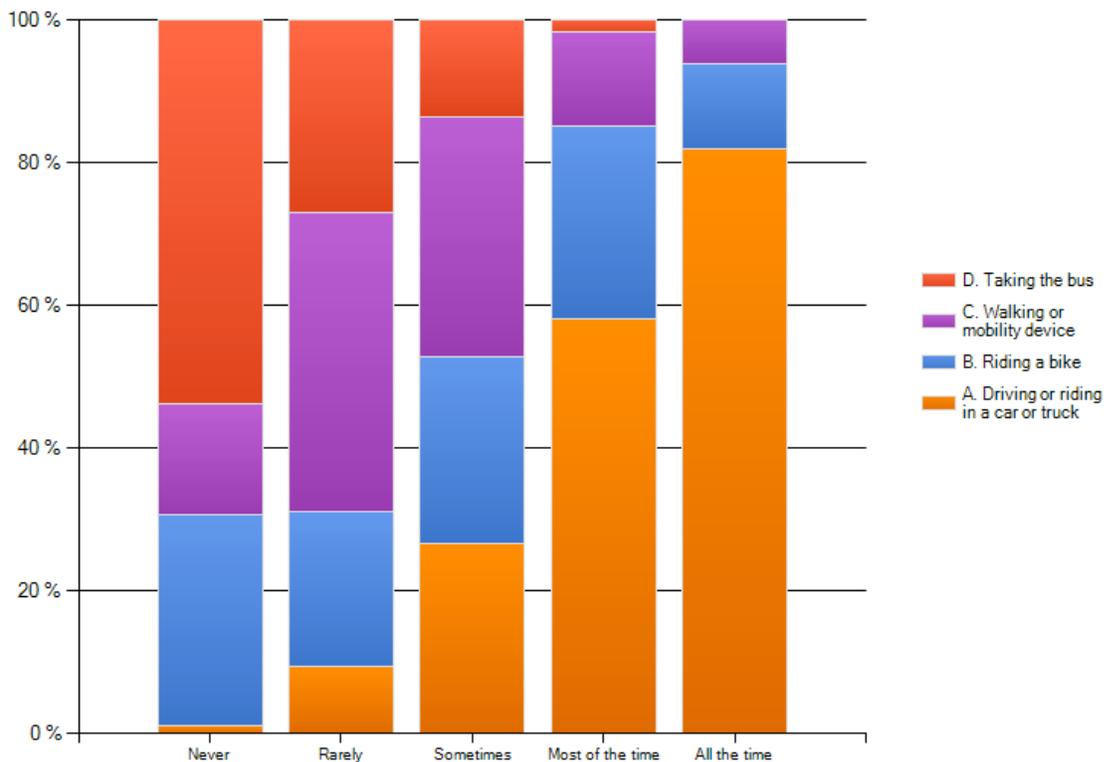
- Both the forum and online respondents were significantly older than the median age in the area and youth were not well represented. According to the City of Eugene Neighborhood Analysis, about 20% of the population in South Eugene is over 60 years old. In contrast, 43% of forum survey respondents were over 60, and 30% of online survey respondents were over 60.
- Both surveys showed strong representation by individuals who shop on Willamette Street, and significant representation by people who live in the immediate area. There was low representation by businesses and individuals who live South of 32nd Avenue: out of 394 online responses, only 36 people who own or work at a business completed the survey.
- Specific questions about traffic signals (Q4), delay (Q5), and traffic shift (Q6) received less support from online participants than forum participants. This could be because the online participants did not benefit from the forum presentation and discussion.

In the following pages, survey results are organized sequentially by question: the first graph shows responses at Forum #3 and the second graph is the response from online participants.

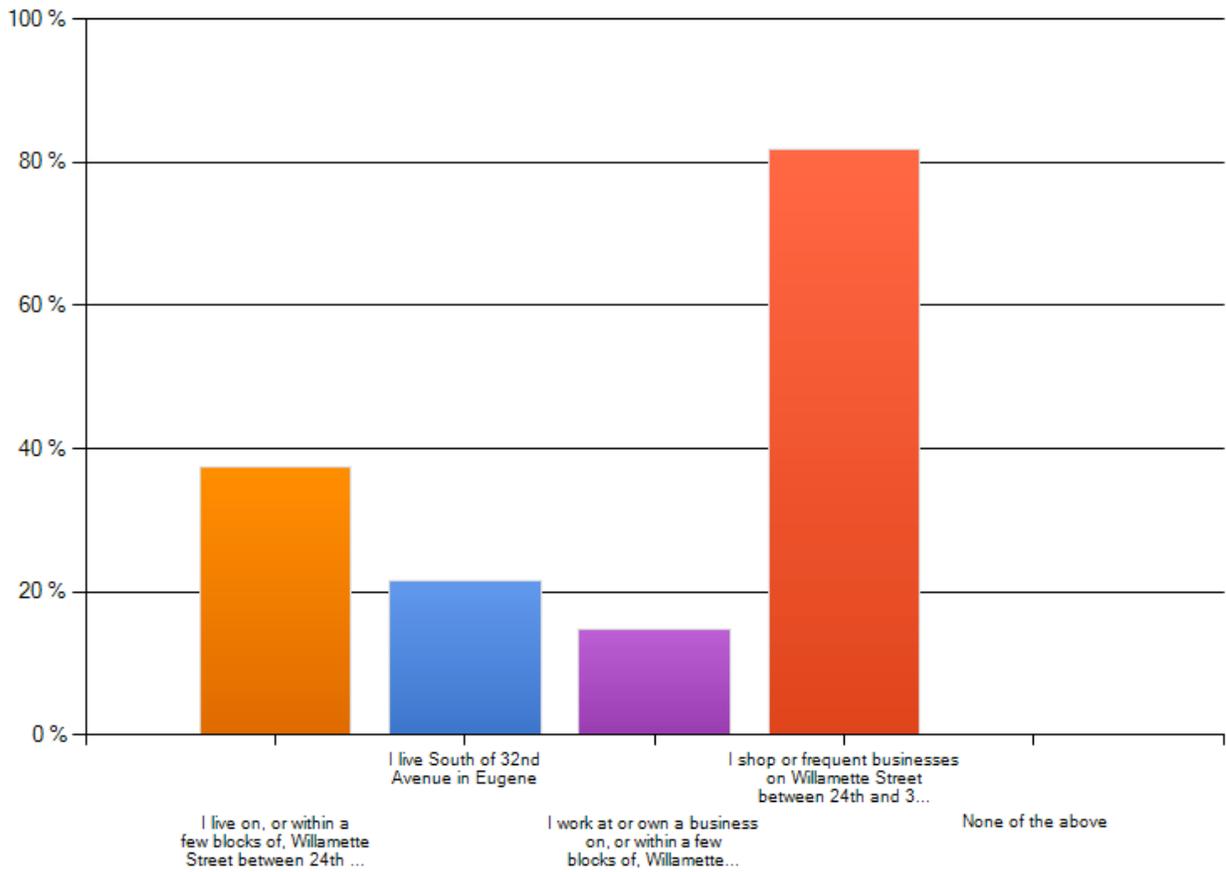
Q1 Forum: How do you currently travel Willamette Street between 24th and 32nd Avenue?



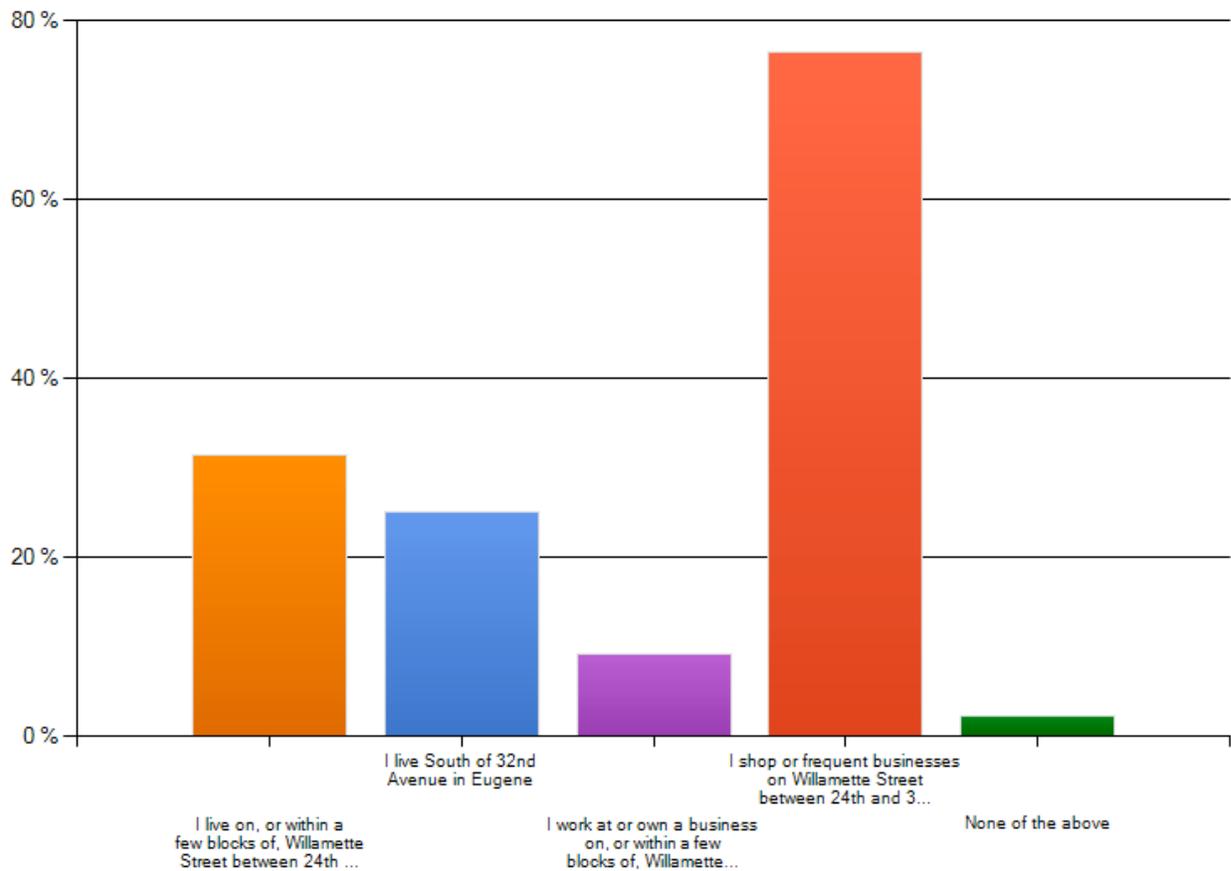
Q1 Online: How do you currently travel Willamette Street between 24th and 32nd Avenue?



Q2 Forum: What is your connection to Willamette Street?

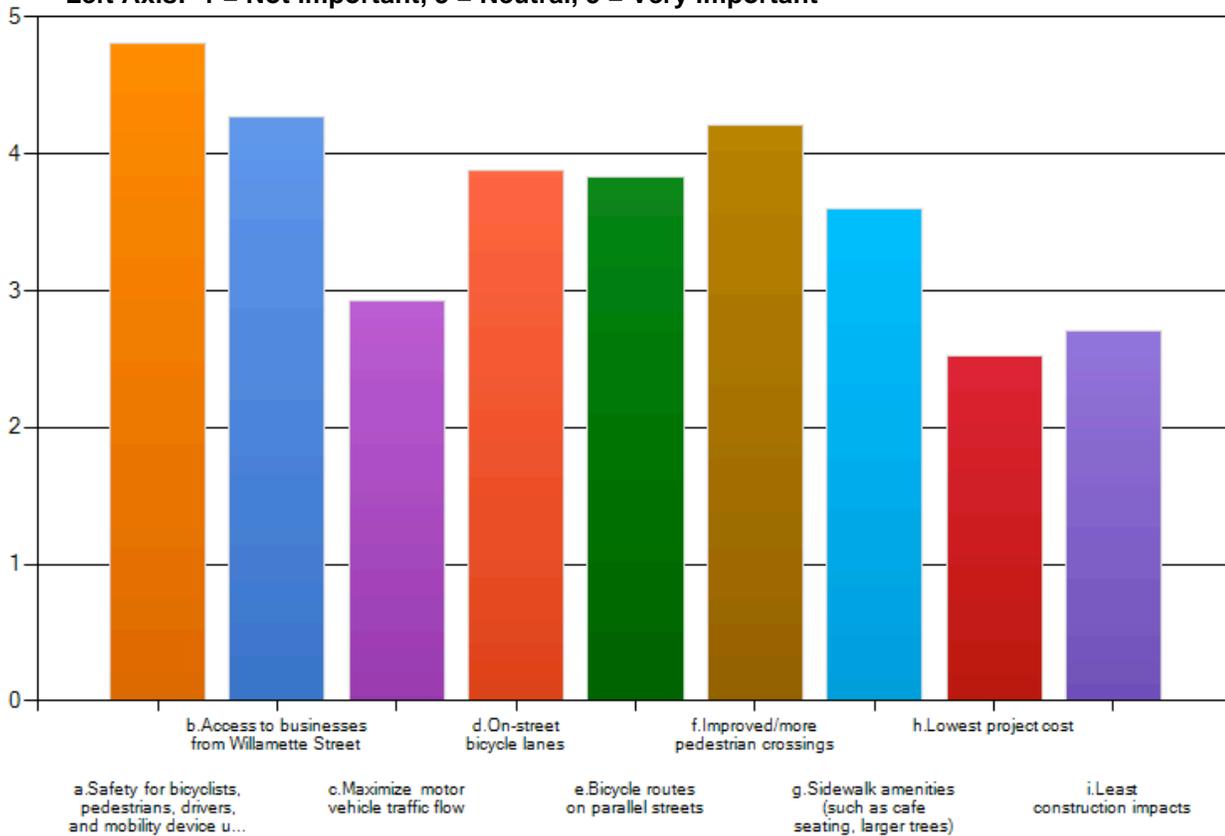


Q2 Online: What is your connection to Willamette Street?

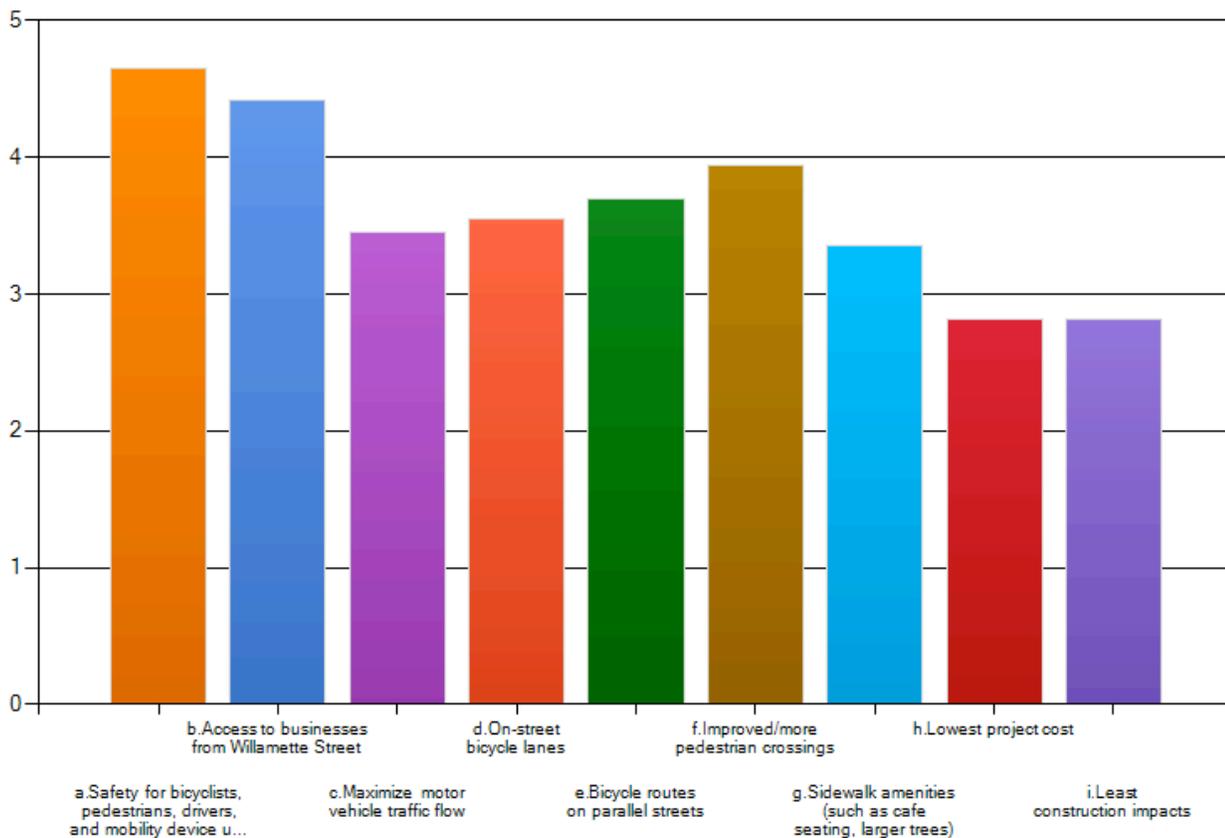


Q3 Forum: In your opinion, how important do you think each element listed below is to the community?

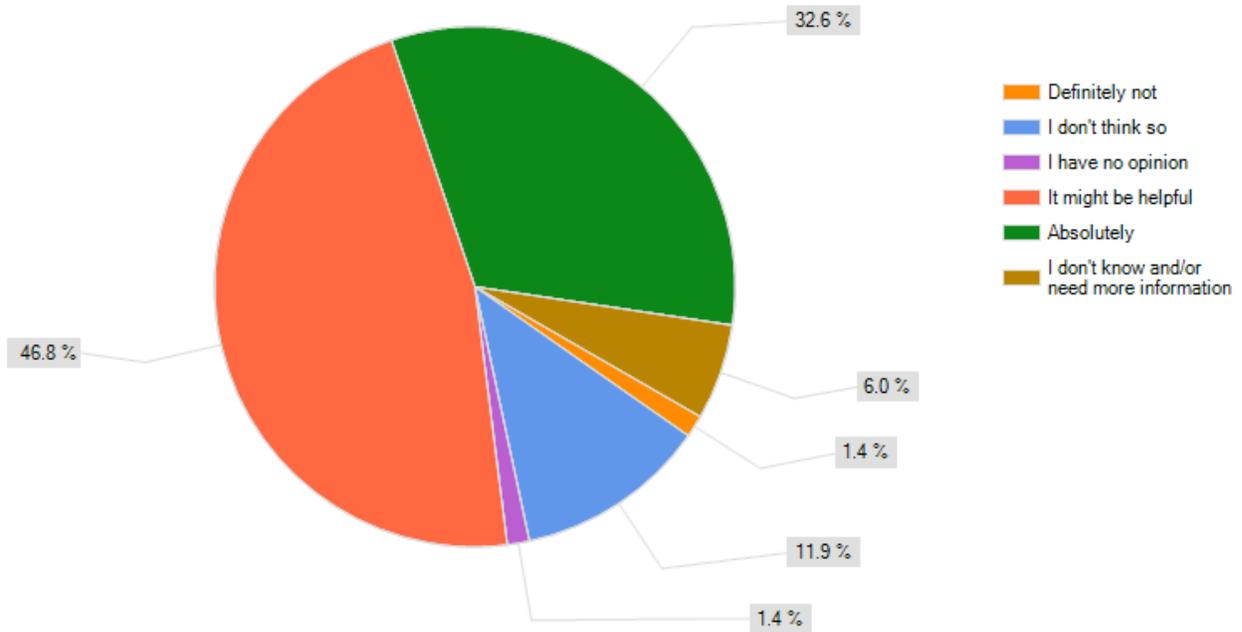
Left Axis: 1 = Not important, 3 = Neutral, 5 = Very important



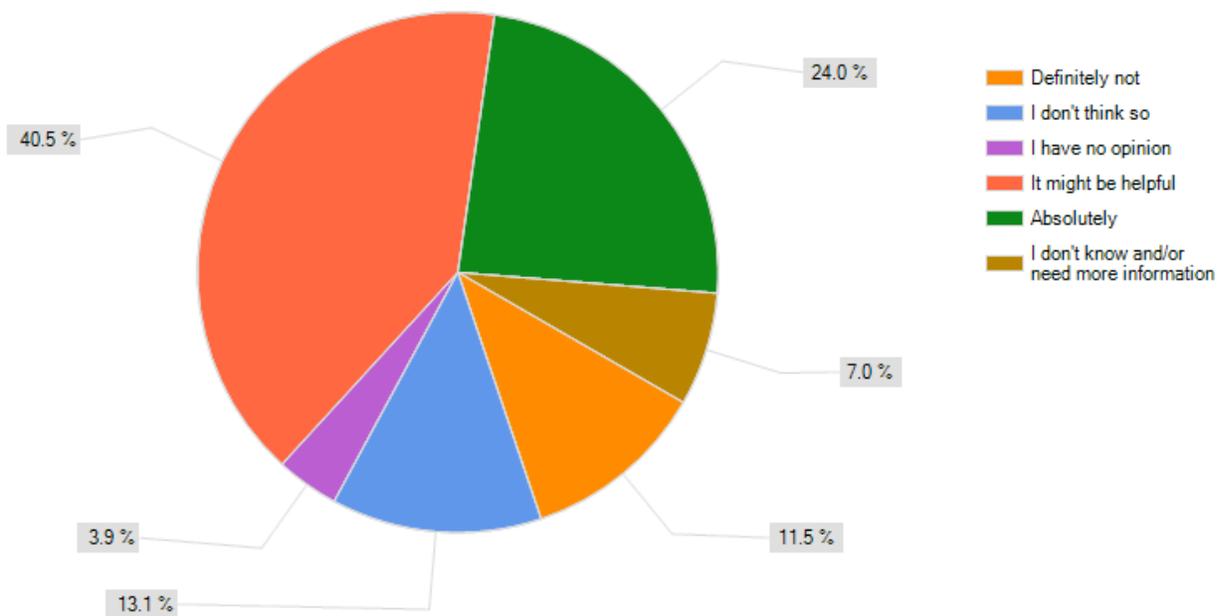
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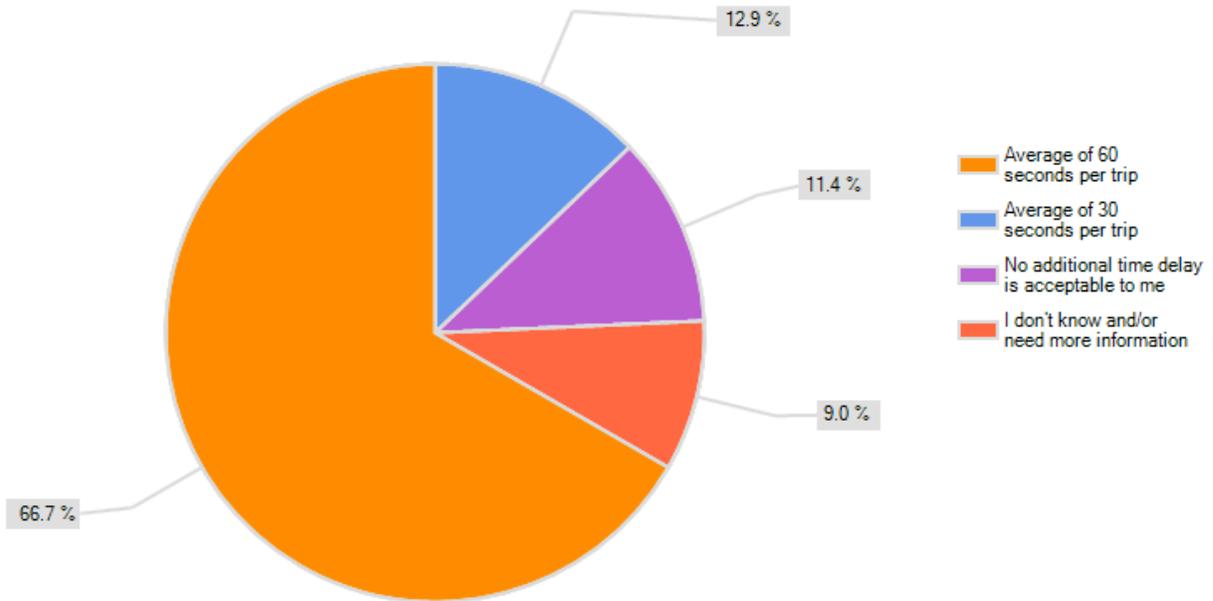
Q4 Forum: A new traffic signal on Willamette at the Woodfield Station (Market of Choice) driveway between 28th and 29th Avenue could provide better access for turning vehicles and a safer pedestrian crossing opportunity. This would likely mean closing some business driveways on the east side of Willamette and designing alternative accesses. Should the City install a traffic signal at Woodfield Station and Willamette Street?



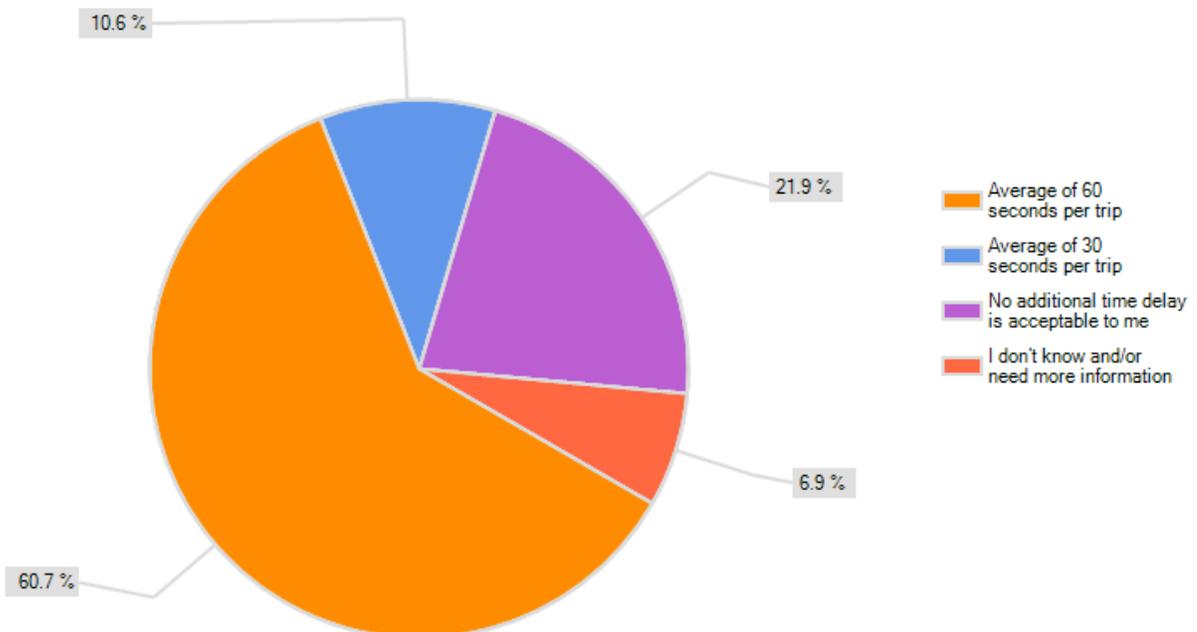
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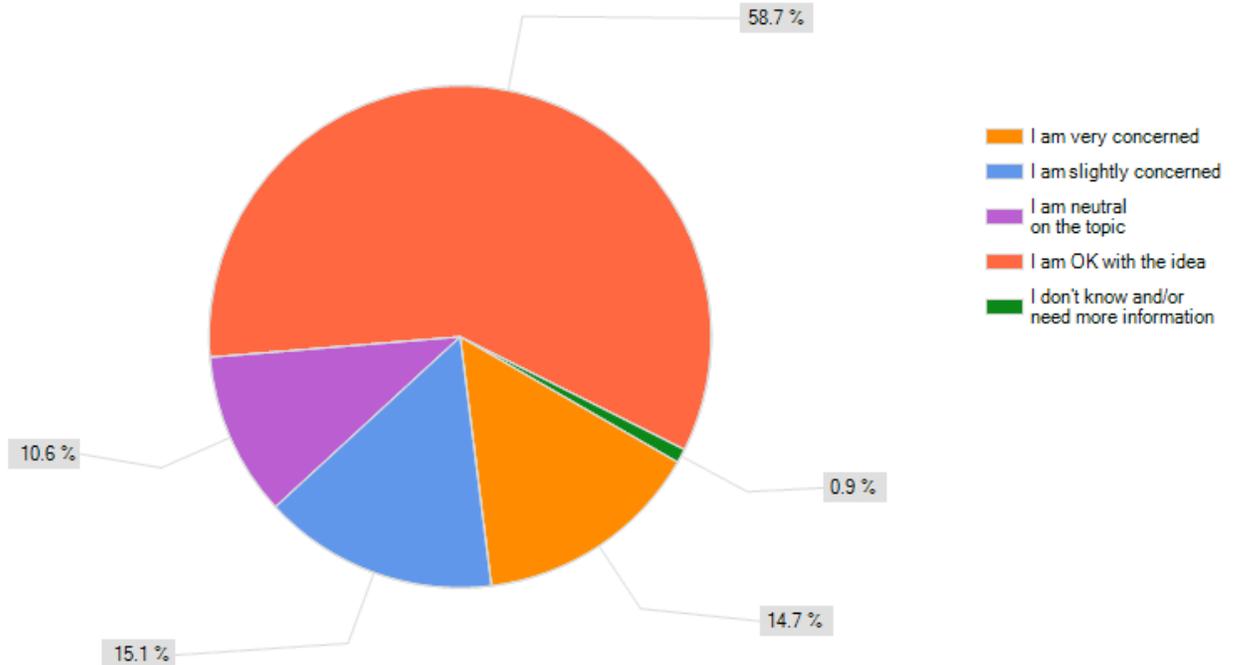
Q5 Forum: Corridor Function: Analysis shows that Alternatives #3 and #5 will increase delay along the corridor. The projected average increase in travel time during evening rush hour in 2018 would be about 30 seconds longer per one-way trip than Alternative #1. When driving Willamette during rush hour, how much additional delay is acceptable to you?



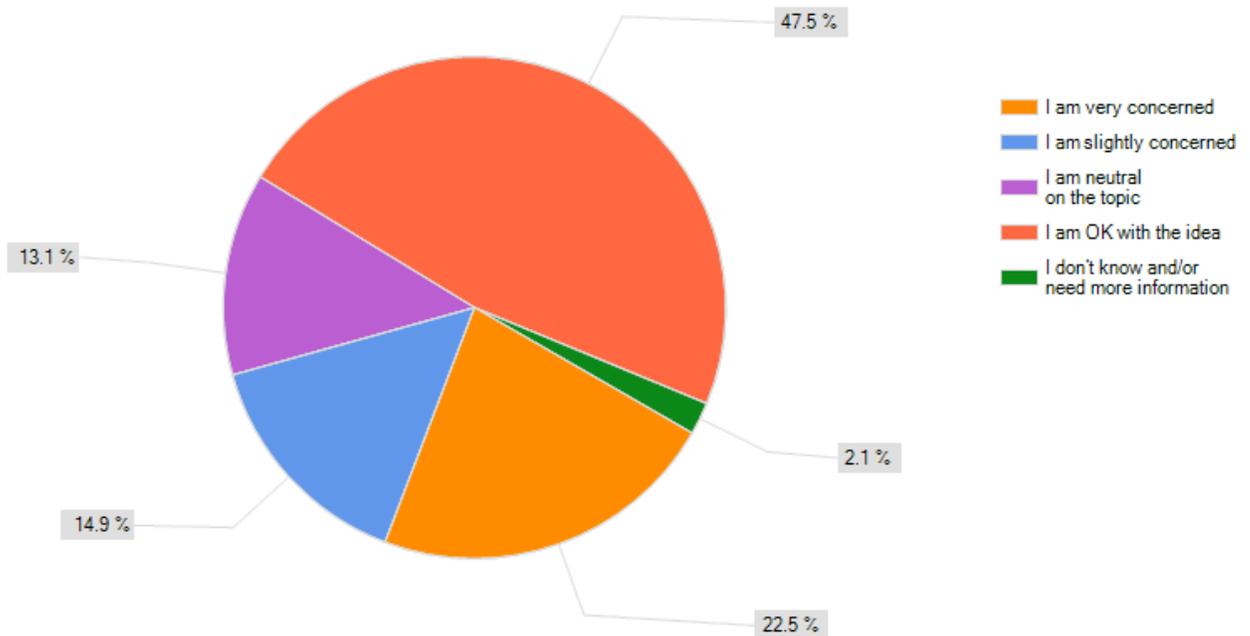
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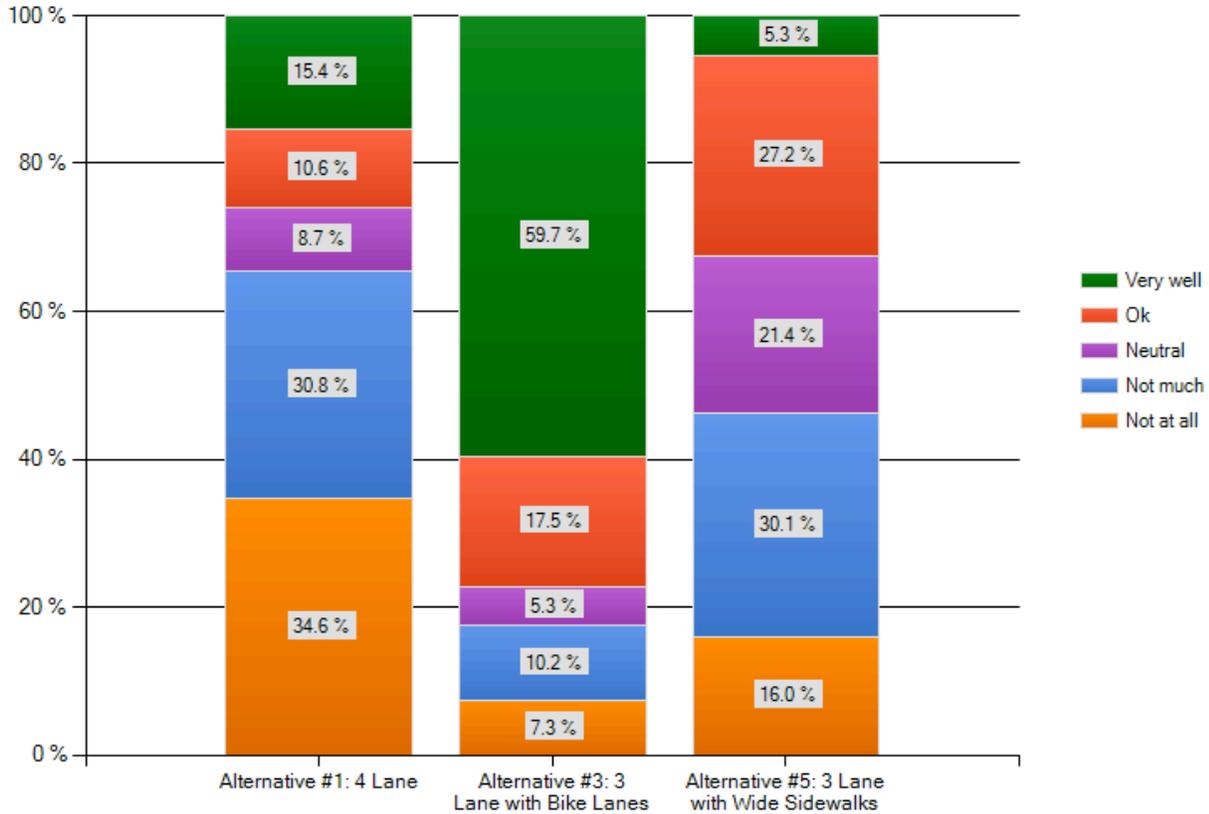
Q6 Forum: Traffic Shift: Alternatives #3 and #5 may shift a small portion of Willamette Street traffic to parallel streets during the busiest hour of the day (4:45 pm-5:45 pm). Of the traffic shifting away: •About two thirds would use to streets east of Willamette, such as Amazon Parkway and Hilyard. •About one third would shift to streets west of Willamette, such as Lincoln, Jefferson, Adams and Polk. How concerned are you about traffic shifting to parallel streets?



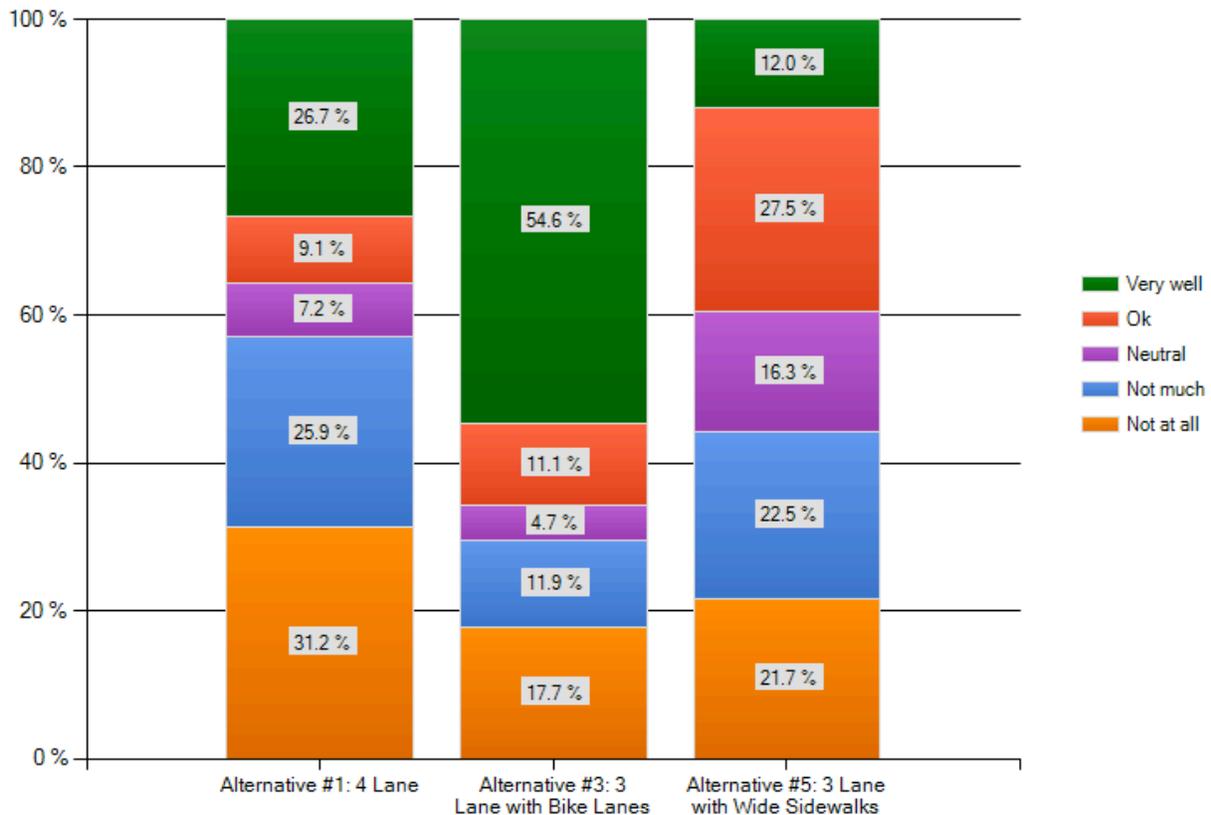
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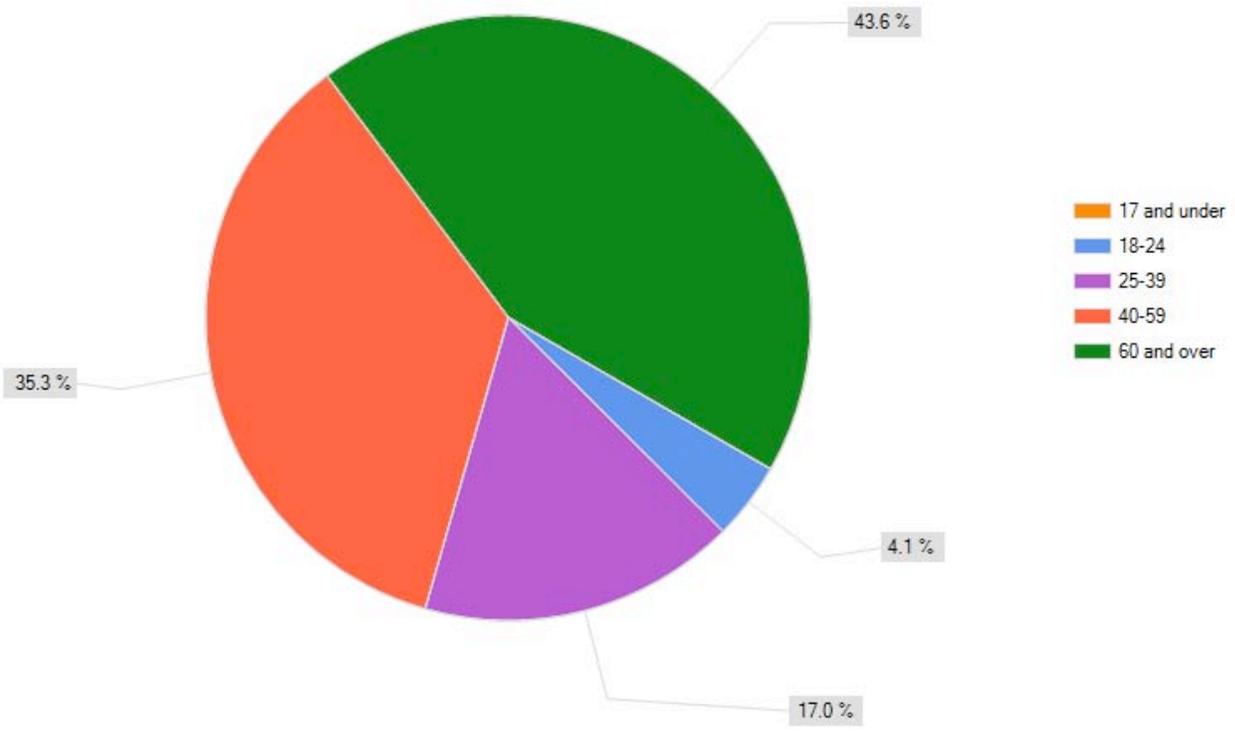
Q7 Forum: Public opinion is one of several factors that the City will consider in the final decision. How well do you think each alternative meets the needs of the community?



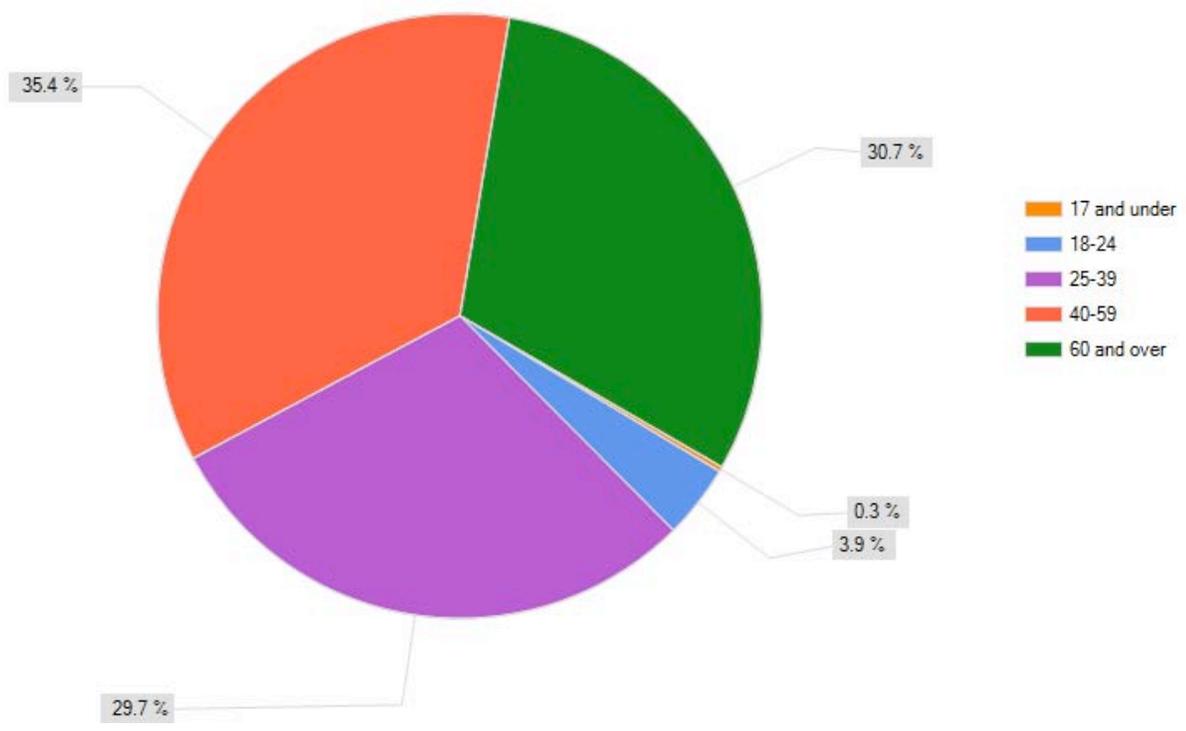
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Q8 Forum: What is your age?



Q8 Online: What is your age?



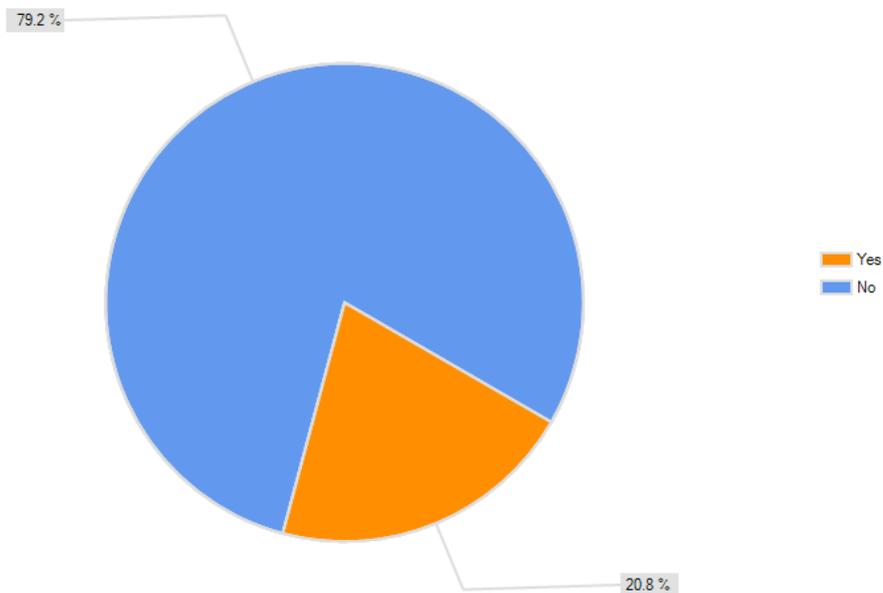
Q9 Forum: What is your gender?

Male	54.2%
Female	45.8%

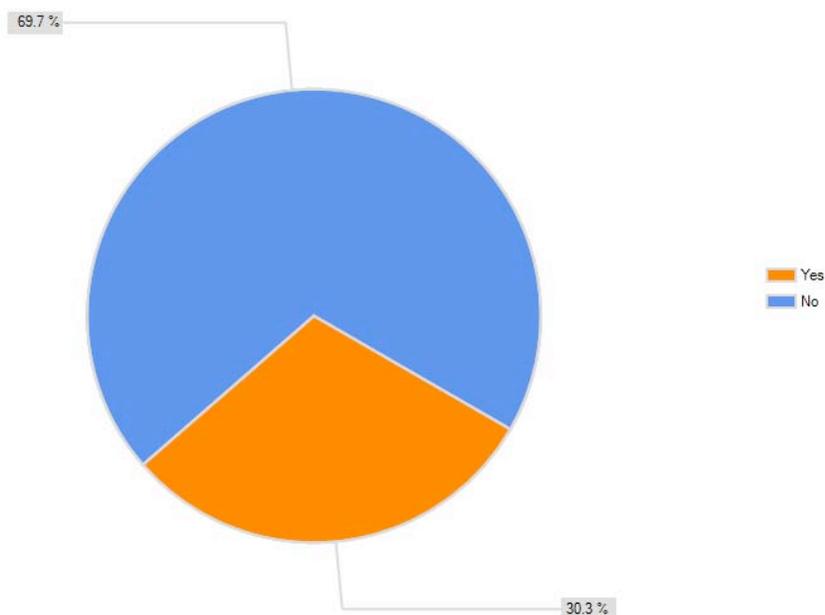
Q9 Online: What is your gender?

Male	50.0%
Female	51.1%

Q10 Forum: Do people under 18 live in your household?



Q10 Online: Do people under 18 live in your household?





SOUTH WILLAMETTE Street Improvement Plan

The South Willamette Street Improvement Plan will explore options for people to easily and safely walk, bike, take the bus, or drive in an eight-block study area from 24th Avenue to 32nd Avenue. The goal of this study is to help South Willamette Street become a vibrant urban corridor accessible by bicycle, foot, car, and bus. The project developed 6 alternatives for Willamette Street and chose Alternative #1, #3, and #5 for further study. This survey will help the project team understand public opinion about the 3 remaining alternatives.

1. How do you currently travel Willamette Street between 24 th and 32 nd Avenue?	Never	Rarely	Sometimes	Most of the time	All the time
A. Driving or riding in a car or truck	<input type="checkbox"/>				
B. Riding a bike	<input type="checkbox"/>				
C. Walking or mobility device	<input type="checkbox"/>				
D. Taking the bus	<input type="checkbox"/>				
E. Other:	<input type="checkbox"/>				

2. What is your connection to Willamette Street? (check all that apply)
- Live on, or within a few blocks of, Willamette Street between 24th and 32nd Ave.
 - Live south of 32nd Avenue in Eugene
 - Work at or own a business or commercial property on, or within a few blocks of, Willamette Street between 24th and 32nd Ave.
 - Shop or frequent businesses on Willamette Street between 24th and 32nd Ave.
 - None of the above
 - Other:

3. In your opinion, how important do you think each element listed below is to the community?	Not Important 1	2	Neutral 3	4	Very Important 5
A. Safety for bicyclists, pedestrians, drivers, and mobility device users	<input type="checkbox"/>				
B. Access to businesses from Willamette Street	<input type="checkbox"/>				
C. Maximize traffic flow	<input type="checkbox"/>				
D. On-street bicycle lanes	<input type="checkbox"/>				
E. Bicycle routes on parallel streets	<input type="checkbox"/>				
F. Improved/more pedestrian crossings	<input type="checkbox"/>				
G. Sidewalk amenities	<input type="checkbox"/>				
H. Lowest project cost	<input type="checkbox"/>				
I. Least construction impacts	<input type="checkbox"/>				
J. Other:	<input type="checkbox"/>				

4. **A new traffic signal** on Willamette at the Woodfield Station (Market of Choice) driveway between 28th and 29th Avenue could provide better access for turning vehicles and a safer pedestrian crossing opportunity. This would likely mean closing some business driveways on the east side of Willamette and designing alternative accesses. ***Should the City should install a traffic signal at Woodfield Station and Willamette Street?***

- Definitely not
- I don't think so
- I have no opinion
- It might be helpful
- Absolutely
- I don't know and/or need more information

5. **Corridor Function:** Analysis shows that Alternatives #3 and #5 will increase delay along the corridor. The projected average increase in travel time during evening rush hour in 2018 would be about 30 seconds longer per one-way trip than Alternative #1. ***When driving Willamette during rush hour, how much additional delay is acceptable to you?***

- Average of 60 seconds per trip
- Average of 30 seconds per trip
- No additional time delay is acceptable to me
- I don't know and/or need more information

6. **Traffic Shift:** Alternatives #3 and #5 may shift a small portion of Willamette Street traffic to parallel streets during the busiest hour of the day (4:45 pm-5:45 pm). Of the traffic shifting away:
- About two thirds would use streets east of Willamette, such as Amazon Parkway and Hilyard.
 - About one third would shift to streets west of Willamette, such as Lincoln, Jefferson, Adams and Polk.

How concerned are you about traffic shifting to parallel streets?

- I am very concerned
- I am slightly concerned
- I am neutral on the topic
- I am OK with the idea
- I don't know and/or need more information

7. Public opinion is one of several factors that the City will consider in the final decision. How well do you think each alternative meets the needs of the community?	Not at all	Not much	Neutral	Ok	Very well
A. Alternative #1: 4 Lane	<input type="checkbox"/>				
B. Alternative #3: 3 Lane with Bike Lanes	<input type="checkbox"/>				
C. Alternative #5: 3 Lane with Wide Sidewalk	<input type="checkbox"/>				

8. What is your age?

- 17 and under
- 18 – 24
- 25 – 39
- 40 – 59
- 60 and over

9. What is your gender?

- Male
- Female

10. Do people under 18 live in your household?

- Yes
- No

11. You are welcome to share additional comments or questions. Please be concise and to the point.

Please turn in survey before you leave the meeting. If you need to turn it in later, deliver it to Chris Henry, City of Eugene Public Works, 99 E. Broadway, Eugene, OR.