



G R E A T P L A C E S  
**SW Corridor Plan**

## Wide range and screening processes public comment report

August 2012

### PROJECT PARTNERS

Cities of Beaverton, Durham, King City, Lake Oswego, Portland, Sherwood, Tigard and Tualatin, Multnomah and Washington counties, Oregon Department of Transportation, TriMet and Metro

**Metro is the federally mandated metropolitan planning organization** designated by the governor to develop an overall transportation plan and to allocate federal funds for the region.

**The Joint Policy Advisory Committee on Transportation (JPACT)** is a 17-member committee that provides a forum for elected officials and representatives of agencies involved in transportation to evaluate transportation needs in the region and to make recommendations to the Metro Council. The established decision-making process assures a well-balanced regional transportation system and involves local elected officials directly in decisions that help the Metro Council develop regional transportation policies, including allocating transportation funds.

**Project website:** [www.swcorridorplan.org](http://www.swcorridorplan.org)

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## Introduction

The Southwest Corridor Plan, launched on Sept. 28, 2011, focuses on the corridor connecting Sherwood and Portland, Ore., and integrates:

- local land use plans to identify actions and investments that support livable communities, including Portland's Barbur Concept Plan, the Sherwood Town Center Plan, the Tigard High Capacity Land Use Plan and Linking Tualatin
- a transportation plan to examine potential roadway, bike and pedestrian improvements and including a transit alternatives analysis
- strategies for improving the built environment such as economic development, housing choices, parks, natural areas, trails and health.

## Background

This integrated planning strategy continues a decades-long tradition of planning for future growth in a way that makes the most of public resources while preserving farmlands and access to nature.

- In 1973, Oregon Senate Bill 100 mandated the protection of the state's agricultural lands, forestlands and natural areas. Metro implements that vision through a focus on efficient land use within the urban growth boundary and planning for transit, innovative roadway projects, and bicycle and pedestrian facilities.
- In 1974, elected leaders in the Portland metropolitan area rejected an urban freeway project and set aside plans for 54 new highway projects in favor of

modest roadway projects and a network of high capacity transitways.

- In 1995, the region adopted the 2040 Growth Concept, a 50-year land use plan that identifies centers for walkable urban development, protecting existing neighborhoods within the urban growth boundary as well as farms and forestlands outside the boundary.
- The 2010 update to the 2035 Regional Transportation Plan works to implement the 2040 Growth Concept by setting policies and priorities that emphasize the mutual advantages in land use decision-making and transportation investments. These policies direct future projects to be developed as multimodal transportation – road, bike, pedestrian, transit and freight – and land use planning efforts with multi-agency collaboration and public participation.
- Following the High Capacity Transit System Plan, a part of the 2035 Regional Transportation Plan update, the Southwest corridor was selected as the highest regional priority for further study for high capacity transit investment. The potential investment in the Southwest corridor best meets the livability and community needs, supports the economy, provides environmental benefits and has the highest potential for implementation based on local support, costs and efficiencies of operation.
- In 2010, in addition to prioritizing the Southwest corridor for potential high capacity transit investment, the Metro Council also selected the corridor as one of its two highest priorities for

investment strategies that integrate transportation, land use and other plans and policies to enhance movement in and through the corridor and stimulate community and economic development.

This corridor:

- spans the jurisdictions of cities of Beaverton, Durham, King City, Lake Oswego, Portland, Sherwood, Tigard and Tualatin; Multnomah and Washington counties; and Metro
- is in the TriMet transit service district, with 18,607 average transit boarding per day in the area outside of downtown Portland<sup>1</sup>
- includes Highway 99W and the Interstate 5 freeway, both managed by the Oregon Department of Transportation
- has a daily vehicle count on Highway 99W of approximately 24,000 near Terwilliger and approximately 50,000 near OR 217<sup>2</sup>
- has a daily vehicle count on Interstate 5 of approximately 134,000 near

Terwilliger and approximately 133,000 near OR 217<sup>3</sup>

- has a resident population of approximately 200,000<sup>4</sup>
- has 120,700 jobs as of 2010, with major employers such as Oregon Health & Science University (OHSU) and Portland Community College (PCC) Sylvania as well as major employment centers including Tigard Triangle, Washington Square, five town centers and the Tualatin Industrial area
- contains key regional educational institutions and universities, including Oregon Health & Science University (OHSU), Portland Community College (PCC) Sylvania campus, Portland State University, Lewis & Clark College and Law School, and George Fox University.

Existing and future traffic conditions in the corridor are projected to worsen as population and employment continue to grow. The corridor already experiences long traffic queues, poor levels of service and significant capacity constraints at key locations. Travel times through the corridor are unreliable due to congestion on Highway 99W.

The Southwest Corridor Plan takes advantage of partnerships between the cities of Beaverton, Durham, King City, Lake Oswego, Portland, Sherwood, Tigard and Tualatin; Multnomah and Washington counties; Oregon Department of Transportation; TriMet; and Metro. Elected and appointed representatives from each agency participate in the project steering committee, while staff participate in

<sup>1</sup> Downtown Portland boarding was excluded from this number to reflect a more accurate, yet conservative, picture of ridership in the study area. The total average transit boarding within the study area, including the portions of the downtown, is 81,940 per day. While many of these riders are traveling to other portions of the metro region outside of the study area, a number are also boarding lines for destinations within the Southwest corridor.

<sup>2</sup> The approximate daily vehicle count for each intersection was calculated using the average of two points along the roadway: one north of the referenced intersection and one south.

OR-99W		I-5	
0.05 mile south of Terwilliger	31,200	0.10 mile south of Terwilliger	126,600
0.05 mile north of Terwilliger	16,600	1.07 mile north of Terwilliger	141,400
0.03 mile west of OR217	49,100	0.40 mile south of OR-217	156,900
0.05 mile east of OR 217	50,200	0.80 mile north of OR-217	109,300

Source : ODOT 2010 AADT volumes

<sup>3</sup> Ibid

<sup>4</sup> Population represents 2009 counts sited in the Housing existing conditions report.

technical committees, support local community advisory committees, and ensure meaningful public engagement.

### **Previous public engagement, September 2011 to February 2012**

The last public engagement stage of the Southwest Corridor Plan was held September 2011 to February 2012 and aimed to determine the scope, evaluation framework and goals of the overall plan.

In that process, plan partners focused on announcing the integrated planning effort, informing of the background and elements of the plan, and asking residents what they value about their communities. Residents and business people were asked about challenges and opportunities in the corridor and their visions for the future of the area. The information and ideas offered informed decision-makers as they determined the scope and goals of the plan.

During the public comment period of Sept. 28 through Oct. 28, 2011, respondents posted their thoughts on boards at the open house and community events and submitted 98 public comments via the online questionnaire, mail and email.

See the Southwest Corridor Plan Scoping public involvement report, February 2012 for details on outreach activities and public comments.

### **Current public engagement, February to August 2012**

In this stage, the Southwest Corridor Plan project partners have:

- hosted the online open house and questionnaire

- updated and maintained the project website as a repository for information on the plan ([www.swcorridorplan.org](http://www.swcorridorplan.org))
- maintained the Twitter feed for quick updates about events and reminders of events ([twitter.com/#!/SWCorridor](https://twitter.com/#!/SWCorridor))
- maintained the Facebook page for quick updates, announcements and photos from events ([www.facebook.com/SWCorridor](http://www.facebook.com/SWCorridor))
- publicized articles on the project blog for wider-topic considerations, conversations and facts about the corridor ([www.swcorridorplan.blog.com](http://www.swcorridorplan.blog.com))
- participated in city meetings, presentations and events related to the corridor (see Appendix A, Outreach events calendar)
- provided updates to the Southwest Corridor Plan interested persons email distribution list.

From Feb. 1 to Aug. 13, 2012, the project website was viewed by 1,059 visitors.

Additional networking efforts within the above social media platforms were made throughout this phase to broaden and diversify the project's spectrum of engagement.

Examples of communication to and through other outlets are the discussions on the Portland Transport blog related to the Southwest corridor (see Appendix B, Portland Transport blog posts for sample discussions on bus rapid transit in the corridor).

Due to the expansive nature of the Southwest Corridor Plan and its potential to impact entire communities, a wide variety of individuals, businesses and organization have been either "friended" (Facebook) or

“followed” (Twitter) as a part of the project partner’s effort to foster both an inclusive and equitable engagement process.

Adding an additional 39 followers on Facebook garnered an average monthly reach of 140, with a peak reach of 357, and a potential reach of 8,746, depending on viewer traffic and the virality of a post.

Adding 214 new followers on Twitter fostered 226 new connections, with an average weekly reach of 860 followers a potential reach of 2,223 followers (for details on these results, see Appendix C, Social media metrics).

## Summary of outreach activities

One project [factsheet](#) was produced to demonstrate the screening process of narrowing the wide range of ideas to a narrowed list of potential projects. The factsheet also illustrated the connection between evaluation criteria to the project vision, goals and objectives (see Appendix D, Outreach materials).

Metro and project partners shared project information at [community events](#), and city partners convened [community committees](#) and events as part of the local land use planning processes (see Appendix A).

- The City of Portland convened [two Barbur Concept Plan Community Working Groups](#) in June 2012, sharing information about the history of Barbur Boulevard and the Barbur Concept Plan and to learn how the community envisions the Boulevard's look and feel.
- On June 23, 2012, the City of Tigard hosted a [booth at Tigard's Festival of Balloons](#) event, sharing information about the city's High Capacity Transit Land Use Plan, how it relates to the Southwest Corridor Plan, and ways to connect and stay involved.
- On Aug. 14, 2012, the Tigard City Council [accepted the final report for the Tigard High Capacity Transit Land Use Plan](#), which reflects the community values as understood by the Citizens Advisory Committee who worked on the effort throughout 2011.
- In addition to hosting a [booth at the Tualatin Commons Farmers Market](#) on July 14, 2012, one [open house](#) and a [four-day charrette](#) were held by the City of Tualatin between June 4 to 7, during which comments and priorities were

collected from the community to guide the development of transportation and land use alternatives. The community was asked to provide its vision and values for the study area, identify transportation alternatives, and prioritize community values.

- The City of Sherwood shared information at the [Tualatin River Songbird festival](#) and at the [Tonquin Trail open house](#) on May 23, at the [Tualatin Sherwood Road Project open house](#) on July 11 and at Music on the Green on Aug. 1. In addition, the Sherwood Town Center Plan technical advisory and stakeholder advisory committees met on June 11.
- Information about the plan was provided at the [Washington County Transportation System Plan open houses](#) June 13, 14 and 25, 2012 and at a booth shared with the City of Tualatin at the [Tualatin Commons Farmers Market](#) on July 14. Three additional farmers' market booths and an online virtual open house related to the county's plan were also offered. In total, more than 450 people shared values related to transportation and the transportation system.

Existing conditions summary, executive summary and technical reports were produced in this time. Outlining the unique physical, economic, and demographic elements of the corridor, the reports identify existing challenges and potential opportunities in economic development, housing choices, natural areas, trails and health for the corridor.

## Online open house

From June 22 through July 31, 2012, project partners hosted an online open house on project website ([www.swcorridorplan.org](http://www.swcorridorplan.org)). The open house provided video feeds featured project elected officials and staff to explain the purpose and process of the overall plan, collection of ideas for the wide range of potential projects and the screening phase as well as the need for public input. The videos were coupled with maps, factsheets and reports, allowing participants to determine their depth of interest in pursuing further information.

Participants were directed to a related questionnaire that asked whether the sources of the projects to be considered are comprehensive, what projects the respondent wanted on the wide-range list and if the process for narrowing that list to move forward reflect the values of the communities in the corridor.

The questionnaire received 543 responses. During this timeframe, the open house web page was viewed by 446 visitors, indicating that some to many received a direct link to the questionnaire and did not get the benefit of the open house information.

To notify the public of the open house and the importance of their feedback, project partners highlighted the open house in two updates to the interested persons email list, coverage on Metro's newsfeed, Metro Councilor news messages, multiple posts on Twitter, Facebook and the plan's blog, and outreach to other local blogs and local newsletters. Additionally, an invitation to participate was sent to 3,240 Southwest corridor members of Metro's OptIn program.

“If we don’t have alternatives such as safer bike/pedestrian facilities and a grid network, just building new lanes will never alleviate the congestion.”

“Please keep putting community health high on the list—so that projects which promote good health (walkability and bikeability projects) get additional emphasis.”

## Summary of comments

The online open house and questionnaire was available June 22 through July 31, 2012. A total of 543 respondents offered responses to and comments through the questionnaire (see Appendix E, Questionnaire responses).

### Generating the wide-range list

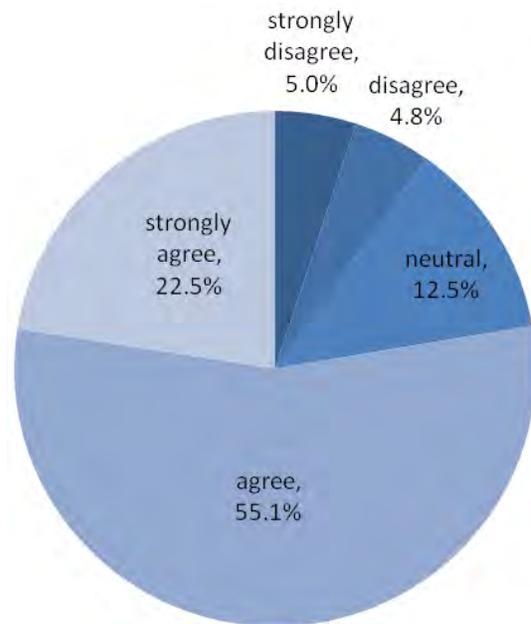
The first set of questions sought responses to the process of generating the wide range of potential projects. This process includes ideas from: the Regional Transportation Plan; local transportation system and land use plans; plans from non-governmental transportation and community organizations; residents, businesses and other stakeholders through outreach last fall; and projects that would meet needs discovered through the existing conditions and needs analyses.

Respondents could respond to the statements in five ways: strongly disagree, disagree, neutral, agree or strongly agree.

Of respondents, 78 percent agree/strongly agree these are good sources to generate a list of projects (12 percent are neutral; 10 percent disagree/strongly disagree). Six participants skipped this question.

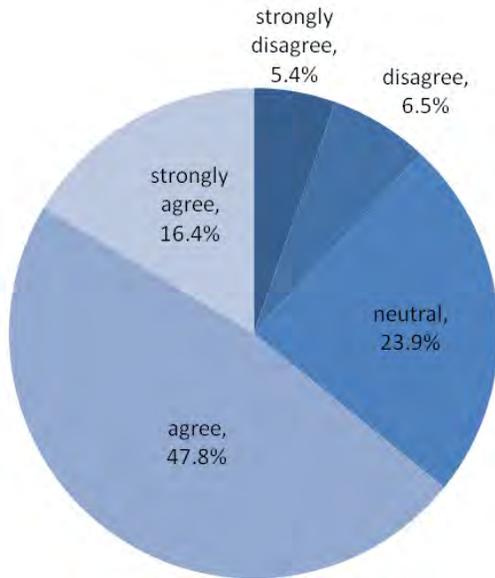
“We need to consider outside views, including the latest results from other efforts around the state, region, country, and globe.”

Figure 1. Responses: These are good sources to use to generate a list of potential projects.



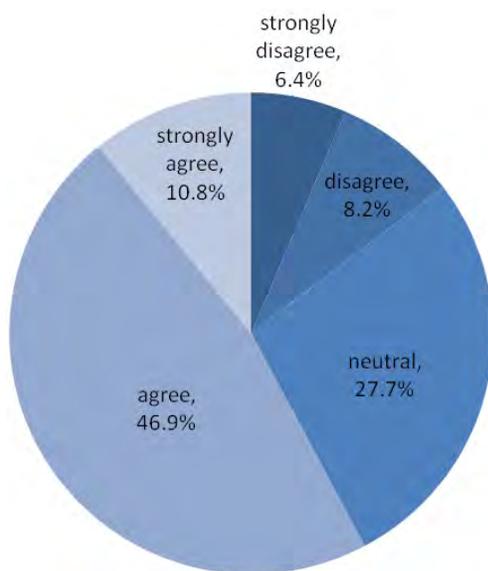
Of respondents, 64 percent agree/strongly agree these sources take advantage of past planning and community engagement work (24 percent are neutral; 12 percent disagree/strongly disagree). Seven participants skipped this question.

Figure 2. Responses: These sources take advantage of the past planning and community engagement work done throughout the corridor to avoid duplication of effort.



58 percent agree/strongly agree this will result in a comprehensive list of project ideas (28 percent are neutral; 14 percent disagree/strongly disagree). Eight participants skipped this question.

Figure 3. Responses: This will result in a comprehensive list of project ideas.



“Make sure the roads and bridges are in good repair and are safe. Address downtown parking as part of the project.”

### Do you have any projects you think need to be added?

The intent of this question was to ensure that additional ideas for potential projects were added to the wide range of potential projects before implementing the screening process. Ideas for projects that were not already part of the list through the previous public engagement, review of local plans and the needs analysis have been added to the wide-range list. This question garnered 223 responses.

This question elicited a wealth of feedback and responses; few, however, added specific projects or locations that they would like to see on the list.<sup>5</sup> Generally, respondents used this opportunity to offer their broader transportation, land use and political goals for the area. Those that offered suggestions for specific projects often cited clogged and dangerous intersections in need of retooling, a need for added lanes on highways and major arterials, and the need for sidewalks and safe crossings near schools.

Generally, response topics were reoccurring, but opinions on solutions varied:

- Many expressed interests in favor of connected, safe, 20-minute community

<sup>5</sup> Specific project ideas that were offered during this comment period will be included on the wide-range of potential projects before that list goes through the narrowing process.

development such as high capacity transit along Highway 99W, added sidewalks, traffic calming techniques (such as street trees and signal synchronization) and improvements for increased pedestrian safety.

- Other suggestions that arose less frequently were widening Interstate 5, adding more lanes to Barbur Boulevard and Capitol Highway, removing lights, increasing bus frequency and doing nothing (no additional public investment).

Responses can be clustered into two groups with shared interests:

- The opinions of the respondents varied significantly in regards to high capacity transit. Both groups, however, tended to cluster their suggestions with three or four other interests.
  - Respondents requesting high capacity transit often expressed interest in improving active transportation options, community connections, and pedestrian safety along the corridor.
  - Respondents opposed to high capacity transit often included suggestions such as adding lanes in Interstate 5 and Barbur Boulevard, adding a by-way to Northwest Portland (Westside Bypass), and utilizing the current transportation budget to repair and maintain the existing infrastructure already in place.
- While responses specifying favor for high capacity transit and associated interests occurred more than twice as often (30 requests) as those expressing favor for alternative solutions (12

“Expand I-5. Get rid of the gates and dead ends – punch through to connect neighborhoods.”

requests), both groups expressed a common interest in resolving congestion in the corridor.

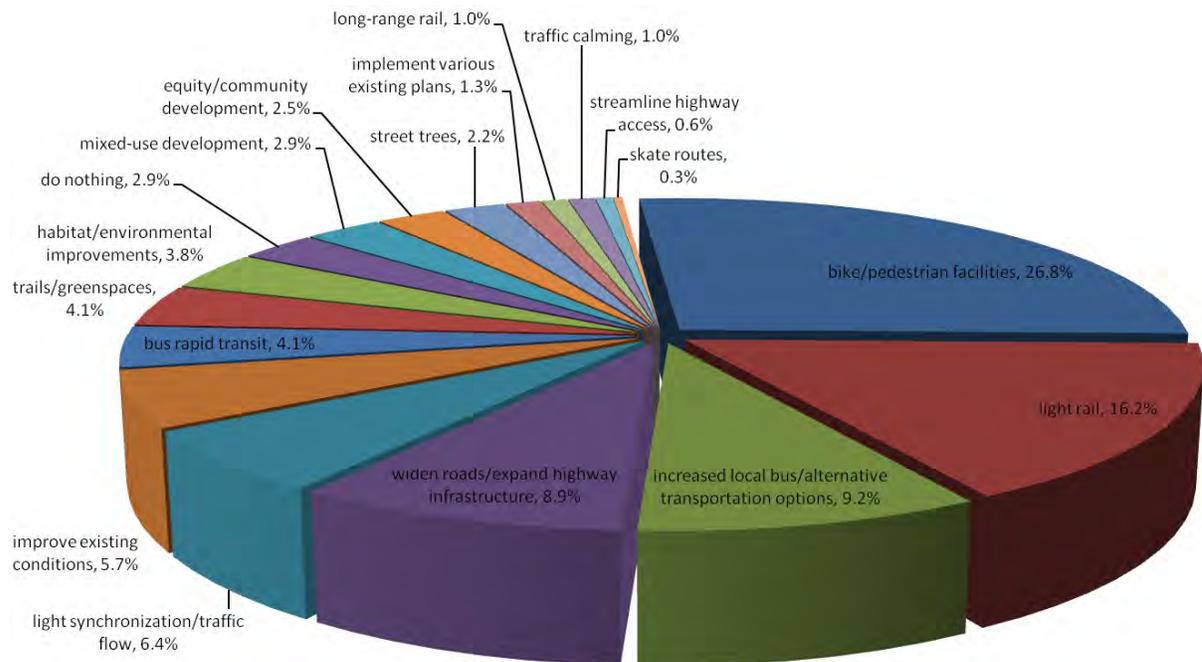
Some respondents stated a need for more information, expressing frustration in the inability to access the wide range of potential projects.

### **What of the projects would you like to see on the ground in the next two to three years?**

The intent of this question was to discover community priorities for the investments that may come out of the Southwest Corridor Plan. This question garnered 265 responses.

The most frequently requested priority (by 27 percent of respondents) is for increased bicycle and pedestrian facilities, specifically along major arterials (such as Barbur Boulevard, Capitol Highway and Taylors Ferry Road), on bridges (both arterial and highway), and in school zones. Many of the respondents backed their selection by citing a strong desire for safety and equity, such as the need for ADA accessibility in the corridor.

Figure 4. Summary of responses: What of the projects would you like to see on the ground in the next two to three years?



The second most frequently requested priority (by 20 percent of respondents) is for some form of high capacity transit<sup>6</sup> traveling through the corridor and relieving traffic congestion along Interstate 5 and its surrounding arterial streets.

- Several of these respondents added the desire for a high capacity transit “express,” featuring fewer stops and faster access to downtown Portland.
- Many voiced the need to connect major employment centers, such as OHSU and PCC Sylvania.
- Others made specific recommendations on how to best implement the line, such as tunneling or a sky bridge.

<sup>6</sup> Light rail was requested by 16 percent of respondents, while another 4 percent suggested bus rapid transit; it is unclear whether those who suggested light rail preferred it over bus rapid transit or if that was the high capacity transit option with which they were most familiar.

- Three respondents specifically requested long range transportation options via light rail, connecting Salem to Portland, while one respondent offered a complete underground light rail proposal and included a map.

Though many of the responses were transportation and flow oriented, 10 percent of respondents expressed a strong interest in projects bettering the aesthetics, ecology, and quality of life within the corridor.

- Responses in this area focused on three categories of priorities, suggesting immediate investment in street trees (2 percent of total respondents), storm water management and habitat restoration (4 percent), and trails and green space (4 percent).

A smaller portion (9 percent of respondents) voiced a desire for more alternative transportation options generally

and increased bus service along the corridor.

- Several of the respondents called for a repeal of recent bus service cuts and added lines, specifically in the Bull Mountain area.
- Another fraction of these respondents cited increased bus service as a more affordable alternative to light rail.

An equal portion of respondents (9 percent) called for wider roads (added lanes) along major arterials such as Barbur Boulevard, Capitol Highway and on Interstate 5

- Almost all of these respondents voiced the need to alleviate either the “bottleneck” of Interstate 5 or the frequent congestion along Highway 217 and surrounding arterials during rush hour.
- Some called for an additional highway connecting Southwest Portland with Northwest Portland, sometimes referred to as the Westside Bypass
- Others added a call for decreased spending on alternative transportation services such as light rail, bike lanes and sidewalks.
- One suggested converting Barbur Boulevard to six-lane expressway to Newberg.

Speaking specifically to issues regarding traffic flow in the corridor, 6 percent of the respondents cited issues with stoplights and intersections, suggesting light synchronization and intersection improvements.

In alignment with the respondent’s general agreement that it is important that this narrowing process consider if and when we can afford a specific project in light of other

“Building a tunnel for light rail is not necessarily more expensive than building it on the surface.”

local and regional priorities, funding capacities and budget considerations, several residents (6 percent) voiced concern for project affordability, prioritizing minor improvements to existing infrastructure, such as repainting, repaving and filling potholes.

A smaller number (almost 3 percent) called for a complete halt on public investment projects and to “do nothing.” Several respondents had the opposite perspective on the topic of spending and affordability, stating that if the project is right, funding will follow.

Comments that occurred in frequencies of equal to or less than 3 percent included projects that promoted mixed-use development, community and economic development, traffic-calming techniques along Barbur Boulevard, implementing existing plans, skate routes, and streamlining highway access points from neighborhood streets and arterial roads.

## Narrowing

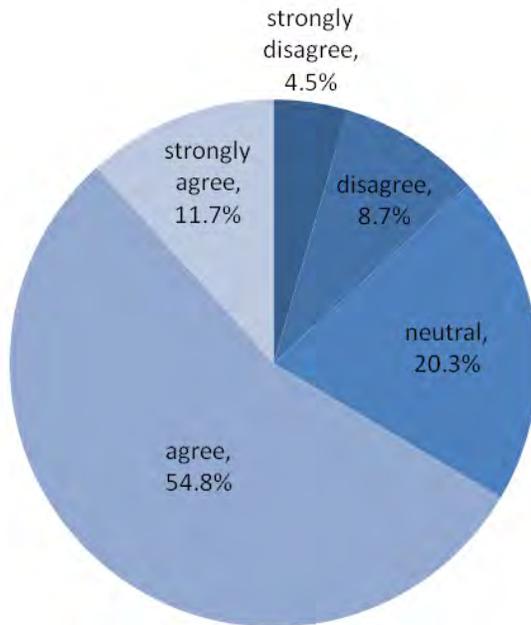
Another set of questions sought responses about the proposed narrowing process, which analyzes potential projects based on four questions:

- Does the project support the community and corridor vision?
- Does the project meet transportation needs and local land use goals?
- Can we afford it and when?
- Are there too many impacts?

Respondents could respond to the statements in five ways: strongly disagree, disagree, neutral, agree or strongly agree.

Of respondents, 67 percent agree/strongly agree this screening process enables us to focus effort on the most promising projects rather than evaluating everything (20 percent are neutral; 13 percent disagree/strongly disagree). Twelve participants skipped this question.

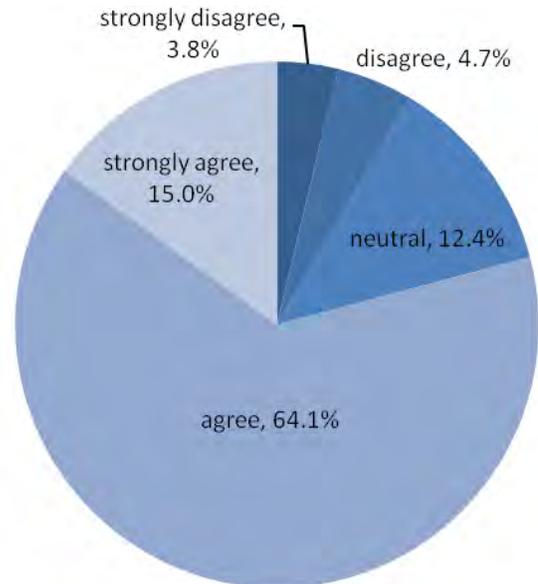
Figure 5. Responses: The screening process enables us to focus effort on the most promising projects rather than evaluating everything.



“Community wants and costs may not coincide. Long term plans and visions based on actually transportation chokes now need to be given consideration.”

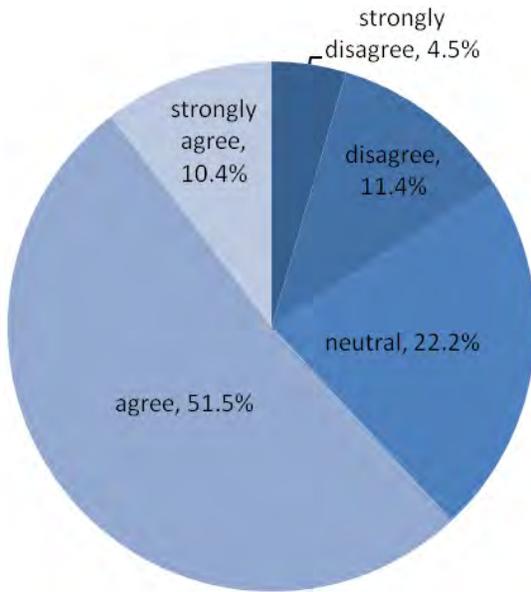
Of respondents, 79 percent agree/strongly agree the narrowing questions are good questions to ask about cost and benefits (12 percent are neutral; 9 percent disagree/strongly disagree). Eleven participants skipped this question.

Figure 6. Responses: These are good questions to ask about each project’s cost and benefits.



Of respondents, 62 percent agree/strongly agree that the narrowing questions relate to the goals that reflect people’s values (22 percent are neutral; 16 percent disagree/strongly disagree). Fifteen participants skipped this question.

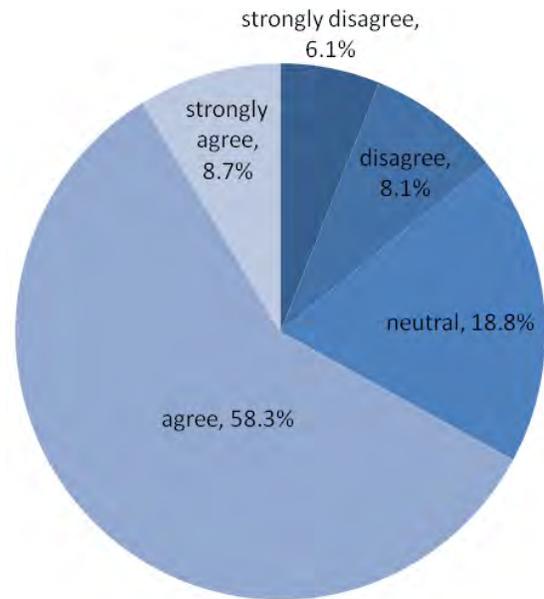
Figure 7. Responses: These questions relate to the goals that reflect people’s values – like health, prosperity, accountability and partnership and mobility and access.



“If one impact is to condemn my home, that’s one too many impacts.”

Of respondents, 67 percent agree/strongly agree that narrowing will help focus efforts on achieving projects that support community supported vision and goals (19 percent are neutral; 14 percent disagree/strongly disagree). Fifteen participants skipped this question.

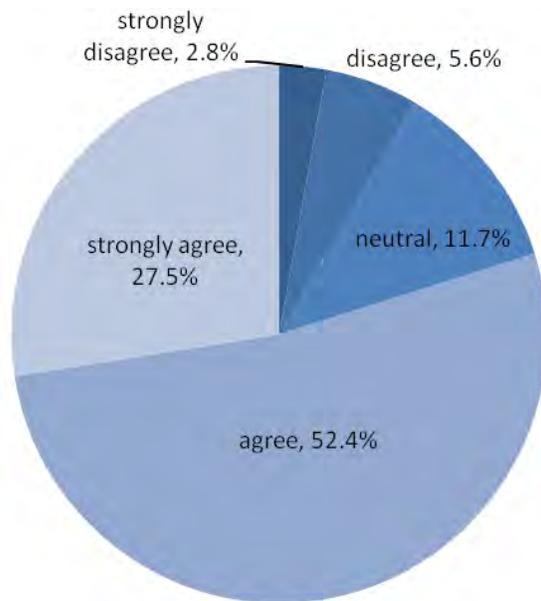
Figure 8. Responses: These questions help the plan focus efforts on achieving community supported visions and goals.



“I think affordability may determine when a projects is done but not if. In fact, there may be times a very expensive project should be put ahead of several cheaper projects with less potential positive impact.”

Of respondents, 80 percent agree/strongly agree that it is important to consider if and when we can afford projects in light of other priorities (12 percent are neutral; 8 percent disagree/strongly disagree). Twelve participants skipped this question.

Figure 9. Responses: It is important that this narrowing process consider if and when we can afford a specific project in light of other local and regional priorities, funding capacities and budget considerations.



### Additional comments

Participants were given the opportunity to add additional comments about the process for creating the wide list of potential projects, the narrowing process, the overall plan, the public involvement process or the questionnaire itself. The additional comments opportunity garnered 162 responses.

Generally, respondents commented less on the narrowing process and more to emphasize their highest priorities and vision for the Southwest corridor.

Several of the underlying themes regarding time, affordability and the decision-making process that emerged early in the questionnaire continued to carry and frame the comments throughout this category. These themes reflect that respondents care about investment in their communities and have a desire to improve the conditions of the corridor. Other themes included:

- frustration in the inability to see the list of specific projects
- prioritizing improvements that reflect the desires of the communities within the Southwest corridor more so than those simply traveling through it
- conducting more public outreach as to better ascertain the community desires of the corridor
- spending less time in the decision-making process so as not to bog down the process and prevent actual project implementation
- exercising special consideration to the unique physical and cultural characteristics of corridor
- a desire to learn more about the project, its possibilities and its potential impacts.

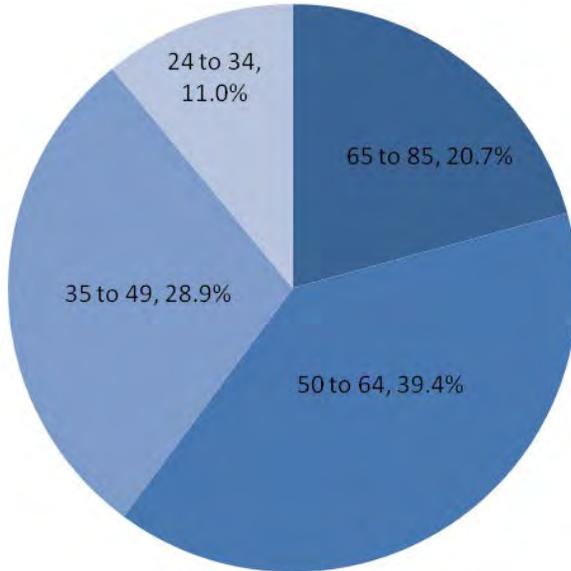
### Who responded?

Participants were asked to respond to demographic questions to help Metro respond to its independently elected auditor’s recommendations to engage a diverse audience and seek demographic information in order to measure whether it is reaching a cross section of the public.

Based on provided month and year of birth data, respondents ranged in age from 24 to 85. The highest number of respondents are age 50 to 64 (39 percent), and the lowest

number are age 24 to 34. The youngest is 24 and the oldest is 85. Of the 543 participants, 431 responded to this inquiry.<sup>7</sup>

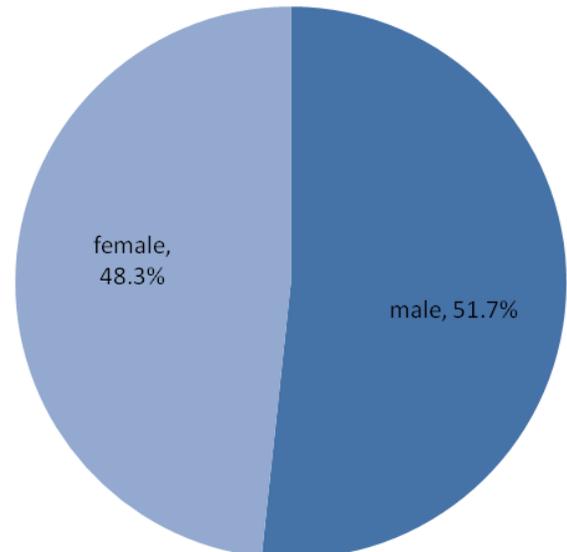
Figure 10. Age of respondents



Responses were split almost evenly between men and women. Of the 543 participants, 472 answered this question.

“Light rail would be horrible going to Sherwood. We don’t have those transportation dollars available anymore.”

Figure 11. Gender of respondents

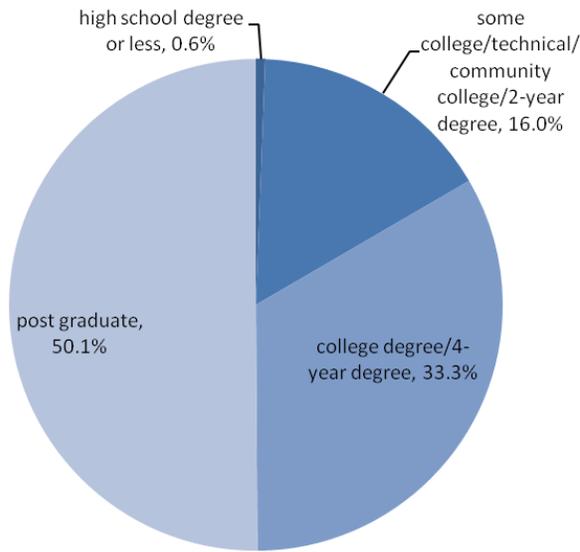


Over 50 percent of respondents have a post graduate degree; 33 percent have a (four-year) college degree; 16 percent have some college, technical school or a two-year degree less than 1 percent of respondents have only a high school degree or less. Of the 543 participants, 495 answered this question.

“Many people ride their power chairs and scooters in the streets because the sidewalks are so unsafe. Please update the currently problem areas as you ponder whether or not to build new places.”

<sup>7</sup> Demographic information was not requested in the paper form of the questionnaire, which was submitted by four participants; for the online questionnaire, 108 participants skipped this question.

Figure 12. Level of education of respondents



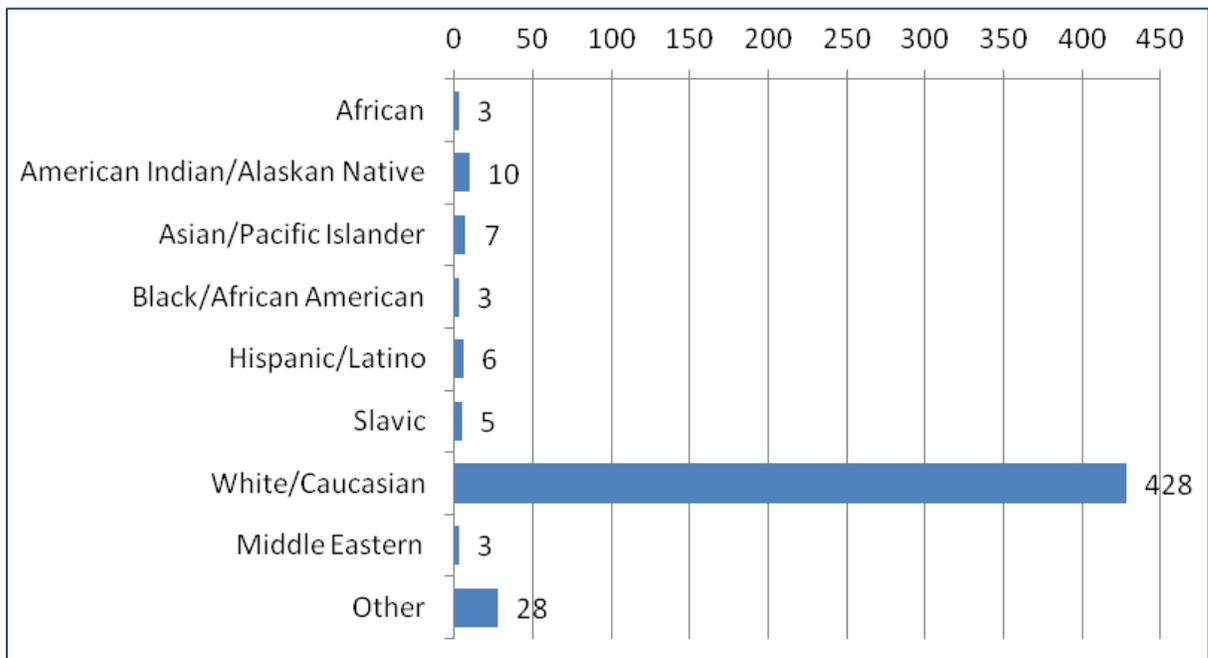
The Southwest Corridor Plan Title VI and environmental justice analysis, July 2012, uses the U.S. Census Bureau categories for racial (Black, Asian, American Indian and Alaska Native, Native Hawaiian and Pacific Islander) and ethnic (Hispanic) minorities.

“Why rush a [bus rapid transit] system because we can “afford” it when [light rail] will draw more riders and be a point of pride for the community...”

Of respondents, 29 (6 percent) identified themselves as one of these racial/ethnic minorities; 428 (92 percent) identified themselves as White/Caucasian; five (1 percent) as Slavic; three as Middle Eastern; and 28 (6 percent) as being something other than the options given.

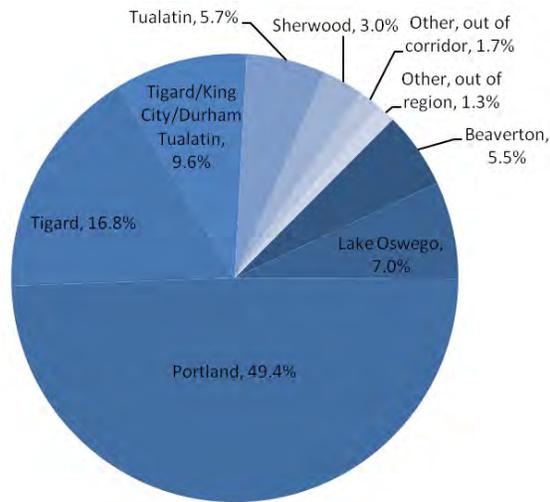
Of the 543 participants, 465 answered this question. Respondents could choose multiple ethnicities, and 18 respondents did so.

Figure 13. Ethnicity of respondents



Based on ZIP code analysis, 50 percent of participants live in Portland, 17 percent live in Tigard, 6 percent live in Tualatin, 6 percent live in Beaverton, 3 percent live in Sherwood and 10 percent live in the ZIP code that spans Tigard, King City, Durham and Tualatin.<sup>8</sup>

Figure 14. Cities of residents of respondents



One percent of participants live outside of the region (e.g., Vancouver, Corvallis), and 2 percent live in a regional city outside of the corridor (e.g. Wilsonville, West Linn).<sup>9</sup> There was no question that sought to determine the interest that these participants have in the area or the Southwest Corridor Plan such as working in, commuting through or attending school in the corridor.

<sup>8</sup> Since ZIP code and city boundaries are not directly aligned, it is not always possible to determine if participants live within the city boundaries or in an unincorporated county area.

<sup>9</sup> Though included in the above numbers, it was determined that at least three participants (less than 1 percent) live in Beaverton but outside of the corridor; 48 participants (9 percent) live in Portland but outside of the corridor. One provided ZIP code was invalid, and one paper-form questionnaire did not include a ZIP code.

“I think the last question should focus on impacts to whom: especially low income residents of the region who are disconnected from jobs and services.”

“The local communities here travel primarily by car because the infrastructure makes other options inconvenient or unsafe. This creates a self-fulfilling prophecy that the car is the only practical option. Unfortunately the car is not only the least energy efficient, but also the most costly transportation option in terms of money spent by local governments.”

## Conclusions

### Process

Public engagement in this second stage of the plan process focused on continued outreach to the public, informing the public about the wide range of potential projects and the narrowing processes, and gathering feedback about these efforts.

The open house and questionnaire were made successful through the robust outreach through the interested persons email list, Metro's newsfeed, Twitter, Facebook, the plan's blog, local blogs and newsletters, and Metro's OptIn program. Though it is hard to make a direct comparison between this corridor plan and those for previous corridors (due to differences in populations, size of corridor and scope of the corridor plan), comment opportunities asking these types of questions at this phase of the planning process typically garner around 200 or fewer responses. A physical open house might garner 15 to 25 participants, depending on when and where it were held.

Previous corridor studies have not tracked diversity of participation, so expectations for different populations were not set. Future efforts, however, should work to increase participation of residents with lower education levels and ethnic minorities (see figures 12 and 13 for reference).

### Recommendations

The processes for generating the wide range of potential projects and for narrowing that list to those projects that will move forward are supported by those who participated in the online open house and questionnaire.

Specific project ideas that were offered during this comment period will be included on the wide range of potential projects before that list goes through the narrowing process.

Based on the frequency that types of projects were mentioned when asked what they would like to see on the ground in the near term, respondents prioritize bike and pedestrian facilities (27 percent) followed by high capacity transit (20 percent). Other priorities include increased local bus service (9 percent) and expanding roadways (9 percent).

Participants ask for an efficient decision-making process so that on the ground improvements can move forward but want to make sure that the public continues to be informed about and involved in that decision-making process. Participants also emphasized that the improvements that come out of the Southwest Corridor Plan should reflect local goals and values.

*“Whatever option is considered for the SW Corridor, it needs to be FAST. Give us a reason to get out of our cars that doesn’t rely purely on altruism”*





## Metro | *Making a great place*

Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy and good transportation choices for people and businesses in our region. Voters have asked Metro to help with the challenges that cross those lines and affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to protecting open space, caring for parks, planning for the best use of land, managing garbage disposal and increasing recycling. Metro oversees world-class facilities such as the Oregon Zoo, which contributes to conservation and education, and the Oregon Convention Center, which benefits the region's economy.

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