

Metro | Agenda

Meeting: SW Corridor Plan Steering Committee
Date: January 14, 2013
Time: 9:30 to 11:30 a.m.
Place: Metro Regional Center, Council Chamber
Objective: Overview of upcoming milestones and decisions, discuss draft transit options based on October Steering Committee recommendation and review approach for building shared investment strategies.

9:30 a.m. Welcome and introductions Co-chairs Dirksen & Stacey

9:40 a.m. Project partner updates All
One-two minute updates from project partners to share information related to the Southwest Corridor Plan.

ACTION ITEM

9:50 a.m. Consideration of the Steering Committee meeting Co-chair Dirksen
summary from November 26, 2012 **ACTION REQUESTED**

INFORMATION/DISCUSSION ITEMS

9:55 a.m. Major milestones/next six months and beyond Co-chair Dirksen
Short review of major milestones accomplished to date, map for decision-making over the next six months, preliminary overview of Phase II.

10:00 a.m. Shape SW results Karen Withrow, Metro
Discuss results from Shape SW, online interactive tool, and how it informs the next steps for the Southwest Corridor Plan and future public engagement.

10:15 a.m. Transit options Alan Lehto, TriMet; James McGrath, CH2MHill
Review draft lines for the five options based on October 2012 Steering Committee recommendation and refined through meetings with project partners and discuss next steps.

11:10 a.m. Building shared investment strategies Elissa Gertler, Metro
Discuss approach and methodology for developing packages of investment strategies for the Southwest Corridor; example of East Metro Connections Plan.

11:20 a.m. Public Comment

11:30 a.m. Next meetings and adjourn Co-chair Dirksen

Next meetings:

February 11, 2013

- Consider shared investment strategies for evaluation

April 8, 2013

- Review and discuss evaluation results and provide guidance on determining a preferred investment strategy

Refined phase I work plan approach

September 2011 – May 2012

1 Define vision, goals and objectives

September 2011 – July 2012

2 Determine existing conditions

3 Identify needs and challenges

4 Define initial local land use and transportation community visions for downtowns, mainstreets and employment areas, including key connections:

- within focus areas
- access to focus areas
- access between focus areas
- corridor-wide/through corridor



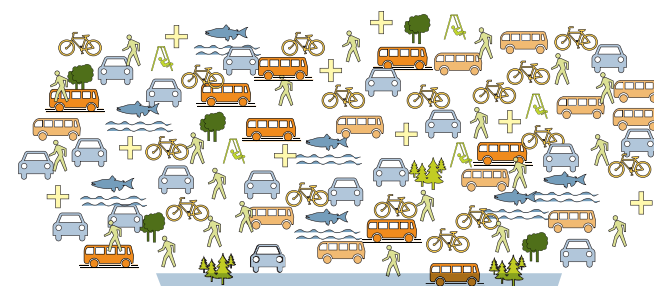
★ Complete ★ In progress

July 2012

5 Identify projects with committed funding and in project development



6 Develop wide range of projects



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?

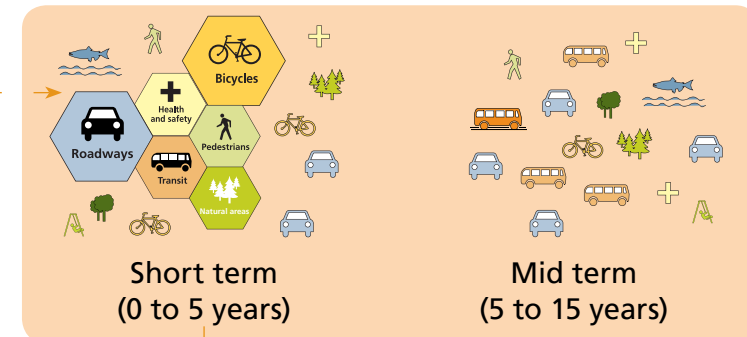
September – October 2012

7 Narrow range of projects



8a Categorize projects by implementation time frames and project refinement

8b Identify early opportunities



8c Implement early opportunity projects



9 Draw from community visions to define programs and policies that complement short- and mid-term projects



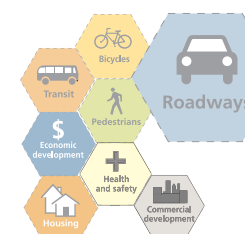
November – December 2012

10 Develop range of shared investment strategies

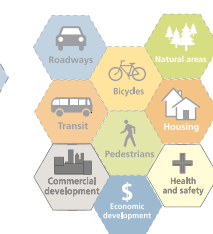
Low build



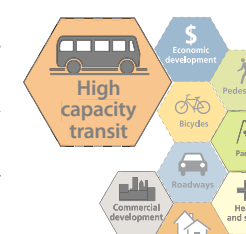
Example A



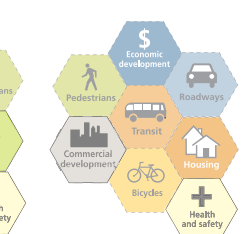
Example B



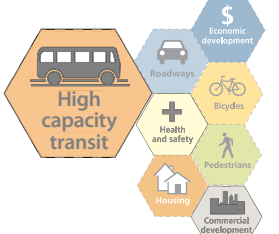
Example C



Example D



Example E



January – February 2013

11 Evaluation and refinement



May – June 2013

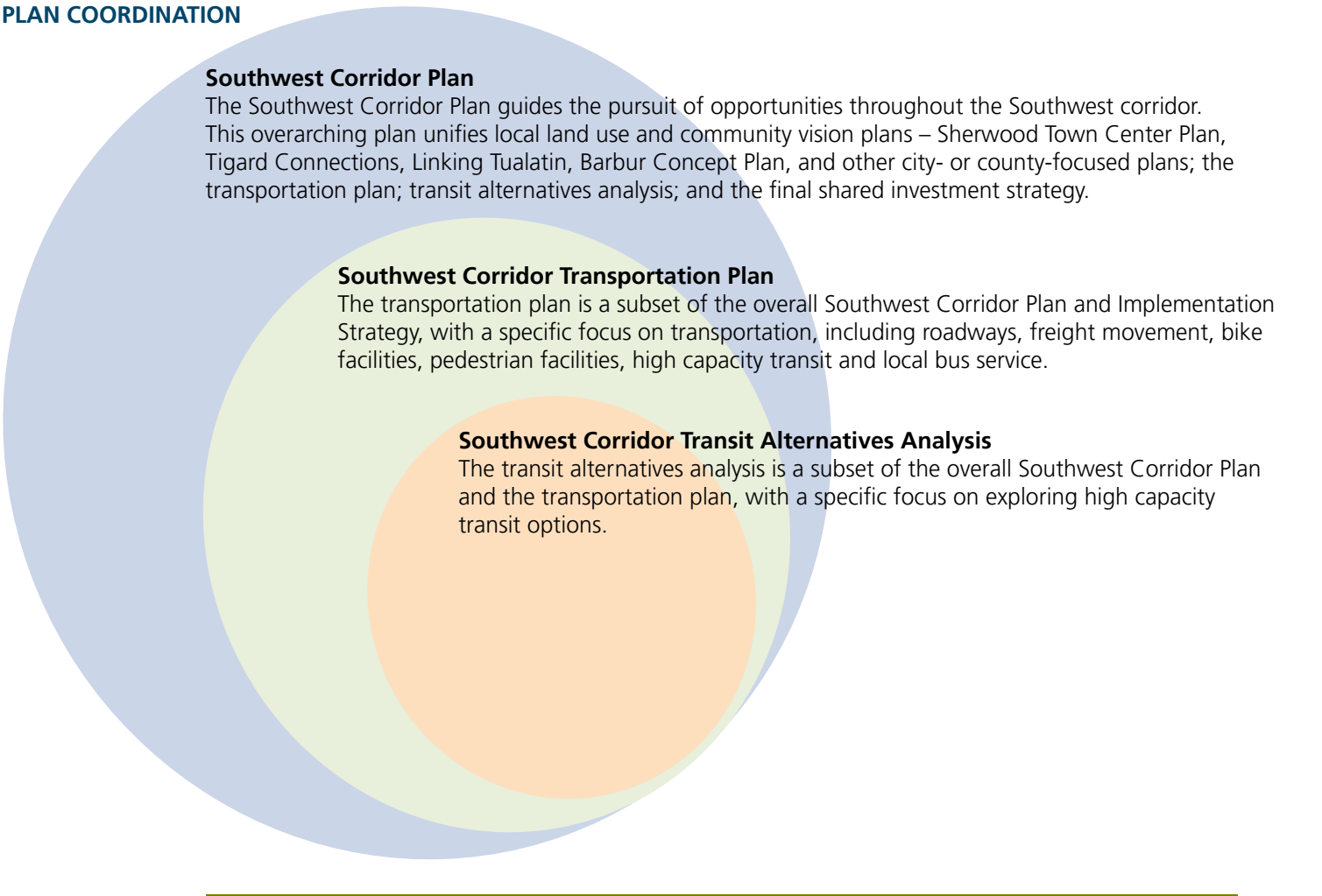
12 Define shared investment strategy

- Transit alternatives analysis
- Transportation plan
- City, county, regional and state policy changes and investment strategies that leverage private, community and nonprofit efforts

2013 forward

13 Implement shared investment strategy















PLAN COORDINATION

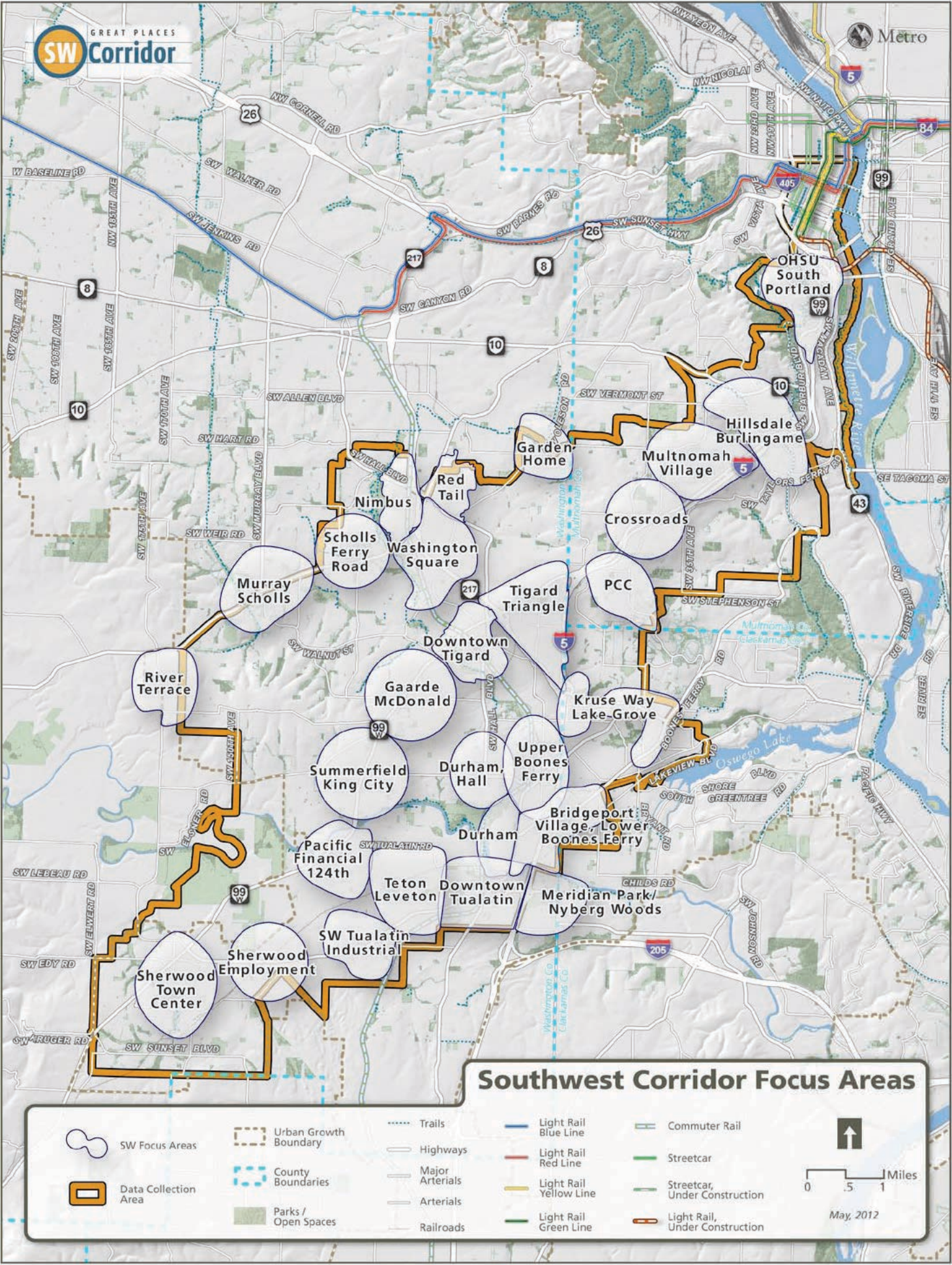


PROJECT AND POLICY PRIORITIES



Community vision includes local land use plans to focus town center activity and development, enhance existing neighborhoods and reflect the values of residents. Working together creates a corridor of linked communities that complement each other while each develops its own unique expression and sense of place. This vision may include elements of any of the priorities below.

 Bicycle facilities, including bike lane and path connections, multi-use trails	 Housing options	 Local transit service, including bus pullouts, stop facilities and other enhancements
 Commercial development or redevelopment	 Natural areas	 Urban trees and public landscaping
 Economic development and jobs	 Parks	 Watershed and habitat health
 Health and safety of people and communities	 Pedestrian facilities, including sidewalk connections, crosswalks	
 High capacity transit such as light rail, commuter rail or bus rapid transit	 Roadways, including freight movement, systems management and operations	 Levels of scale for investments, expressed through the size of these symbols





Southwest Corridor Plan Steering Committee

Monday, November 26, 2012

9:30 to 11:30 a.m.

Tualatin Police Department Training Room, 8650 SW Tualatin Rd, Tualatin, OR

Committee Members Present

Barbara Roberts, Co-Chair

Craig Dirksen

Keith Mays

Neil McFarlane

Lou Ogden

Denny Doyle

Gery Schirado

Roy Rogers

Suzan Turley

Metro Council

City of Tigard

City of Sherwood

TriMet

City of Tualatin

City of Beaverton

City of Durham

Washington County

City of King City

Committee Members Excused

Jack Hoffman

Sam Adams

Carl Hosticka

Loretta Smith

Jason Tell

City of Lake Oswego

City of Portland

Metro Council

Multnomah county

Oregon Department of Transportation

Alternate Members Present

Donna Jordan

Rian Windsheimer

City of Lake Oswego

ODOT

Metro Staff

Elissa Gertler, Malu Wilkinson, Jamie Snook, Matt Bihn, Anthony Buczek, Clifford Higgins, Robin McArthur, Leila Aman, Emma Fredieu, Tim Collins

1.0 Welcome and introductions

Co-chair Barbara Roberts, Metro councilor, called the meeting to order at 9:34 a.m. She noted that this would be the last meeting with the current membership of the committee, and that new members would officially join in January 2013. Co-chair Roberts explained that project staff would work to ensure a smooth transition as new members joined. She also reminded the committee of the upcoming December 12, 2012 workshop, which will include new and old committee members and will be in a different format from the usual meetings.

Co-chair Roberts then asked committee and audience members to introduce themselves.

2.0 Consideration of the Steering Committee meeting summary from October 22, 2012

After introductions, Co-chair Roberts directed the committee to the October 22, 2012 steering committee meeting summary (included in the meeting packet). She asked if any members had any corrections or edits that they would like to submit. Hearing no corrections, Ms. Donna Jordan, City of Lake Oswego, moved to accept the meeting summary. Ms. Suzan Turley, City of King City, seconded the motion. No committee member opposed, so the motion passed.

3.0 Corridor land use vision

Co-chair Roberts then addressed the SW Corridor land use vision. She explained that the vision would serve as a guide for the committee to target investments in the corridor. Using the East Metro Connections Plan as a model project, Co-chair Roberts emphasized the importance of collaboration when creating the vision for the SW corridor and planning for on-the-ground changes. She introduced Ms. Leila Aman, Metro, who presented the land use vision for the SW Corridor (presentation included in the meeting packet).

Ms. Aman discussed the land use vision of the corridor in the context of land use themes, and described how the vision would guide planned transit connections and shared investment in the plan area. She gave an overview of the local plans that were incorporated into the overall corridor vision, and the Envision Today software staff used to model the land use vision.

After identifying the development types currently existing in the corridor and those expected to grow in the future, Ms. Aman explained that places ripe for change had opportunities for higher density and amenity land use. She also identified corridor-wide trends that could be seen after spatially combining jurisdictions' local plans on project maps. For example, the cities of Portland, Tigard and Tualatin showed a transition to mixed-use land use along 99W. She highlighted existing and projected employment, retail, and education centers in the corridor as well.

In order to apply the land use vision to the corridor, Ms. Aman explained that staff used the existing and expected conditions data to identify potential transit station connections in the corridor. Using the station connections and place types identified within the corridor, staff and committee members will work to build shared investment packages.

At the conclusion of Ms. Aman's presentation Co-chair Roberts asked if committee members had any questions or comments. Ms. Malu Wilkinson, Metro, noted staff had incorporated the cities of Durham and King City into the land use vision work by using the current comprehensive plans for those jurisdictions.

4.0 Approach for building shared investment strategies

Co-chair Roberts directed the committee to the shared investment strategy document (included in the meeting packet). Ms. Jamie Snook, Metro, presented the approach to building shared investments in the SW Corridor (presentation included in the meeting packet). She reiterated that the land use vision would be the framework for developing the shared investments and gave an overview of the screening process and methodology for bundling projects together into investment packages. She explained that from the land use vision, staff will consider transit alternatives and identify potential station areas. Projects previously identified by staff that support station areas can be bundled into the shared investment packages. Finally, staff will identify corridor-wide networks (such as wildlife and stream network, bike networks, etc.) and bundle projects supporting those networks as well. Ms. Snook concluded her presentation by highlighting the next steps to identify potential shared investments.

Co-chair Roberts requested committee action on the approach for building shared investment strategies, and asked the committee to discuss approving the approach and methodology.

Mr. Roy Rogers, Washington County, asked for clarification of the term "shared investment strategy." He wondered if it implied actual investments of funds and if jurisdictions would be able to agree to contributing money to the investment packages. Ms. Snook responded that the committee would need to explore funding options, depending on if the projects were local, state, or region-wide.

Mr. Rogers noted that the term "partnerships" implied that all parties contribute some resource or some level of investment, and asked if that would be case. Ms. Elissa Gertler, Metro, replied that the SW Corridor plan links the project partners with a transit component and the land use vision. She further explained that the transit component will link the other pieces of the land use vision together and is the organizing investment around which other projects are developed. Mr. Rogers asked if jurisdictions would need to invest resources to support stations if a transit line is implemented. Ms. Gertler responded that the partner jurisdictions would be bringing resources to implementation stages.

Co-chair Roberts added that project partners have already invested funding and staff in the planning and public involvement processes of the project, so they are already sharing investment in the SW Corridor plan. Ms. Wilkinson emphasized that investment can include policy changes to support the land use vision and project packages.

Mayor Lou Ogden, City of Tualatin, highlighted the importance of incorporating local plans into the SW Corridor Plan. He noted that local jurisdictions could pursue funding for those local projects independently from the SW Corridor Plan and wondered if there would be a difference between the local projects that jurisdictions believed would support the overall vision of the SW Corridor. He expressed concern that those differences might prevent a

sharing of investments and argued that any differences in the vision should be discussed from the beginning stages of the planning process.

Mr. Rogers added that there might be differences between SW Corridor prioritized projects and Washington County's Major Streets Transportation Improvement Program (MSTIP). Mayor Ogden replied the projects on the MSTIP lists may already be included on the SW Corridor project lists, so there would not be a last minute conflict between the two plans.

Mayor Keith Mays, City of Sherwood, agreed with Mayor Ogden and also emphasized that the transit alternatives should continue to include local busing service and Bus Rapid Transit (BRT).

Mayor Craig Dirksen, City of Tigard, described the shared investment strategy as a way to assemble resources from all of the partners to achieve the goals and vision of the SW Corridor plan. He noted that the SW Corridor plan assembled the partners' local visions together, identifying those projects which had already been flagged at the local level for needed investment. He explained the SW Corridor plan will help partners identify how projects around the plan area can work best with their own plans, and with the region-wide vision. He applauded the collaborative planning process enabled by the SW Corridor plan.

Ms. Jordan asked about the potential transit alignments in the land use vision dot map presented by Ms. Aman. She noted that since Lake Oswego has very little transit services connecting them to the rest of the corridor, she was most interested to see how transit options would develop.

Mayor Denny Doyle, City of Beaverton, stated that his staff was excited by the opportunity to work collaboratively with the rest of the corridor, while respecting each partner's goals. He believed that working together was the best way to survive the current funding environment.

Mr. Neil McFarlane, TriMet, endorsed the shared investment strategy approach. He noted the high capacity transit (HCT) component of the plan was necessary for catalyzing the land use vision throughout the corridor. He cited the Portland-Milwaukie Light Rail (PMLR) project as an example of investments occurring around an HCT project.

Co-chair Roberts stated that attendees of a recent professional conference in Portland had commented on the quality of the transit options and places throughout the region. She hoped that the SW Corridor plan would add to that quality. She asked for an indication that the committee accepted the shared investment strategy approach. Committee members responded by thumbs up voting the shared investment strategy approach, with no thumbs down votes.

5.0 Shape SW – online interactive tool

Co-chair Roberts introduced Mr. Clifford Higgins, Metro, who presented the Shape SW online tool to the committee. Mr. Higgins directed the committee to the Shape SW information card (included in the meeting packet) that staff would be circulating throughout the corridor. He noted that local committee and public planning forums had filled the role for the SW Corridor Plan that a citizen's advisory committee often plays. He explained that the Shape SW tool was an online questionnaire that would allow citizens to

identify their preferred balance between investments in transit, active transportation, roadway improvements, and natural resources.

Mr. Higgins then walked the committee through each step of the Shape SW online tool at www.swcorridorplan.org and noted that the tool will be active until December 31, 2012. He asked the committee if they had any questions or comments on the tool.

Mayor Mays commented that the term “prosperity” was difficult to quantify, and expressed concern that participants may be frustrated its vagueness. He also argued that the Level 1 improvements that citizens can choose were too small to be included the SW Corridor Plan and were more appropriate for local plans (filling pot holes, for example).

Mr. Higgins responded that the improvement levels had been developed in discussions with partners and ODOT. Ms. Jordan noted that some jurisdictions have different road maintenance needs that might be appropriate to include in the SW Corridor plan. She asked about the data behind the Shape SW tool’s assertion that investment in parks would stimulate economic development. She encouraged staff to make sure there was not a bias toward Metro’s or the City of Portland’s planning built into the results of the tool. Mr. Higgins responded that the tool included an explanation of the trade-offs between accuracy and simplicity within the Shape SW program.

Mr. McFarlane noted that the Shape SW tool fits into a continuum of public involvement for the SW Corridor plan. He argued that the tool was simple enough to provide a basis for conversation and involvement, and that other outreach efforts would build upon the results of the tool. He also highlighted the importance of reaching those without computers, and in populations with less access or resources. Mr. Higgins explained that staff had distributed a paper version of the questionnaire to local service organizations to reach outlying populations. He noted that most of the respondents so far had a secondary degree, which was not representative of the plan area. He encouraged as a wide a distribution as possible for information on the tool.

6.0 Report on 11/14 economic summit

Mr. Ben Bryant, City of Tualatin, presented the outcome of the SW Corridor economic summit on November 14, 2012. He explained that business leaders from the plan area were invited to learn about the SW Corridor plan and contribute feedback. Participants expressed the importance of customer mobility, freight mobility, and the educational and retail destinations in the corridor. They highlighted the need for natural areas to draw employers and acknowledged short term and long term safety concerns in the corridor. Mr. Bryant also explained that participants were interested drawing the creative class of employers and employees to the SW Corridor. He noted that the participants appreciated the SW Corridor plan’s willingness to listen and accept feedback on the plan’s projects and processes.

Mayor Ogden believed that the conversation at the summit was extremely productive and reiterated that the participants wanted to know that their input mattered and would be included in the decision making process.

7.0 Project partner updates

Co-chair Roberts asked committee members if they wanted to present any updates on local projects or developments.

Mr. McFarlane noted that the Statewide Transportation Improvement Program (STIP) application work identified 99W as a key area for pedestrian and transit improvements. Additionally, the service enhancement plans on the west side, beginning after January 1, 2013, would be a precursor to further SW Corridor work. He also reported on milestones of the PMLR project.

Mr. Rian Windsheimer, ODOT, noted that STIP application were due, and that this was the time for the region to think about shared priorities and identify opportunities for collaboratively pursuing funding.

Co-chair Roberts explained that the December 12, 2012 steering committee workshop would be an opportunity to begin the committee transition process.

8.0 Public comment

Co-chair Roberts opened the floor to comments from members of the public. Ms. Carol Bellows, a resident in unincorporated Washington County, expressed hope that public involvement outreach include local high schools. She informed the committee that the debate policy team subject was transportation and would be discussed by high school students around the corridor.

Mr. Michael Denton, business owner in Tigard, was pleasantly surprised by the economic summit. He appreciated the questions asked during the summit but was disappointed by the lack of business owners in attendance at the steering committee meeting. He thought the summit was a success and looked forward to seeing how the discussion from the summit would be incorporated into the plan. He noted that business owners do not necessarily believe that the SW Corridor plan needs to be based off of transit alternatives, and cited negative effects that HCT plans can have on local businesses. He hoped that there would be continual engagement with the local business owners throughout the planning process.

Ms. Elise Sheer, citizen in Tigard and a member of the downtown urban renewal commission, asked Mr. Denton to join her commission. She expressed hope that growth in the corridor would be continued with HCT development. She noted how greater connectivity, in addition to WES improvements, could support the employment areas in the region.

Mr. Roger Averbek expressed difficulty reading the land use vision presentation but found it very interesting. He looked forward to seeing how land use would change as a result of transportation investments. He believed that land use changes might need to happen first in order to see the transportation improvements occur.

Mr. Tim Esaw, Tigard resident, believed that the that the options on the Shape SW tool were too limited and saw more value in focusing on roadway improvements rather than on bike and pedestrian facilities. He explained that most single-family neighborhoods and residents in the corridor preferred cars. He did not see the value of the online tool as a realistic way of illustrating investments corridor. Mr. Esaw advocated for focusing the SW Corridor plan around a beltway connector to I-205, rather than a transit alternative.

Ms. Marianne Fitzgerald, SW Neighborhoods, encouraged the use of the Shape SW tool, but wondered how it would inform the decisions being made on the investment strategies. She looked forward to Barbur Boulevard improvements and greater transit connectivity.

Meeting summary respectfully submitted by:

<SIGN HERE FOR FINAL VERSION>

Emma Fredieu

Attachments to the Record:

Item	Type	Document Date	Description	Document Number
1	Agenda	11/26/12	November meeting agenda	112612swcpssc-01
2	Summary	10/22/12	October 22, 2012 meeting summary	112612swcpssc-02
3	Document	11/26/12	Building the shared investment strategy	112612swcpssc-03
4	3x5 card	11/26/12	Shape SW card	112612swcpssc-04
5	Document	11/14/12	November 14, 2012 economic summit	112612swcpssc-05
6	Presentation	11/26/12	Land use vision presentation	112612swcpssc-06
7	Presentation	11/26/12	Shared investment presentation	112612swcpssc-07



Southwest Corridor Plan Steering Committee workshop

Wednesday, December 12, 2012

1:30 to 4 p.m.

Tigard Public Library

Committee Members and Participants Present

Barbara Roberts, Co-Chair

Carl Hosticka, Co-Chair

Keith Mays

Neil McFarlane

Jason Tell

Denny Doyle

Gery Schirado

Suzan Turley

Roger Averbeck

Michael Smith

Joan Fredrickson

Maripat Hensel

Carol Bellows

Elise Shearer

Jim Howell

Brian Riley

Jeff Goodman

Alan Kennedy

Tyler Ryerson

Matthew Crall

Kathryn Harrington

Ben Bryant

Julia Hajduk

Talia Jacobson

Bob Stacey

Shirley Craddick

Cate Arnold

John Witmer

Margaret Middleton

Donna Jordan

Andy Duyck

Judith Gray

John Cook

Bill Middleton

Jay Sugnet

Richard Winn

Metro Council

Metro Council

City of Sherwood

TriMet

ODOT

City of Beaverton

City of Durham

City of King City

Committee Members Excused

Jack Hoffman

Sam Adams

Lou Ogden

Loretta Smith

Craig Dirksen

Roy Rogers

City of Lake Oswego

City of Portland

City of Tualatin

Multnomah county

City of Tigard

Washington County

Metro Staff

Elissa Gertler, Malu Wilkinson, Jamie Snook, Matt Bihn, Alan Gunn, Erin O'Reilly, Robin McArthur, Leila Aman, Emma Fredieu, Tim Collins

As part of small group discussion, SW Corridor staff asked workshop participants to consider and discuss the questions below. This summary outlines common themes, suggestions, and opinions found in each small group.

Q1. What would successful implementation of the Southwest Corridor Plan look like in your community? What are you looking for in a place? Please choose a place and describe your vision and the investments needed to support the vision.

Connectivity within the corridor, not just to and from Portland:

- “Transit needs to be the number one consideration...we need to start with a basic transit system and the places will build around it. We need to focus on designing a network and not just a series of buses.”
- There is not enough connectivity within the corridor—on the whole, need better connectivity and better “last mile” access
- No connection from Sherwood to Beaverton or Sherwood to Tualatin, need a more coordinated system
- Need transit options along Tualatin-Sherwood Road to be successful
- “Tualatin-Sherwood Road is a killer for our service. Improving arterial services is key for Tualatin Valley Fire and Rescue.”
- Better connections to and from Barbur
 - “Success means achieving goals in Barbur Blvd plan”
- 99W needs better service – LRT or BRT
- Need a transit network, multiple E-W, N-S routes with relatively frequent service. Connect Tualatin-Sherwood to Downtown Lake O. Need to connect lots of destinations to get enough ridership.
- Specific connections
 - PCC to I-5/Barbur (connect western edge of I-5/Kruse Way and major retail areas like Bridgeport
 - Upper Boones Ferry Road (currently, any problems on I-5, 217 or 205 causes major problems on Upper Boones Ferry—the morning/evening commute is a major problem)
 - Gerry Schirado: we are working with ODOT to fix this area, bring road up to standard, fix deterioration
 - Connections to commercial retail jobs will help facilitate future economic growth
 - Kruse Way—south and west of Lake Oswego
 - Sherwood needs connections to Tualatin, Tigard, Beaverton, Portland (having one spoke to Tigard isn’t helpful for connections to Tualatin, Beaverton)
 - Need more crossing like Highway 217 crossing (has bike/pedestrian infrastructure to connect)
- Better transit grid needed

Green spaces (parks and trails) are important

- “When you create a park you’re inviting people into that area. Parks are good for us and they’re good for business. Natural areas tend to serve whatever is there. If you

have a dense, commercial area you should have a park there...for health and for productivity. We need to look for quality of life pockets in areas of density.”

- Parks are “escape” places, and gathering places
- Tigard- trails and land use → figure out transit after

Walking/biking network improvements

- “We need to ask the question, ‘how comfortable is it to walk in this area?’ One of the reasons I didn’t move to the Southwest area was because it’s not walkable/bikeable. Even visiting friends in the area I always have to wonder, am I going to get stuck out here if I miss a bus? Bicycling in the area is especially scary and has deterred me from making trips out there. Even widening the streets so there would be more room to bike would be an improvement”
- Design the sidewalks so they’re useable and safe. “5 ft sidewalks are not wide enough if I’m walking with my child, and they need to be separated from the street.”
- Crosswalks are a “low hanging fruit”, an easy improvement that would have a lot of impact on walkability and safety
- Shift from suburban driving community to other bike/ped amenities takes a mindset shift
- SW Portland needs better walking, biking networks
- Safe connections for bike and peds – easiest place to start instead of new lanes. What kind of investments? For Beaverton it’s making connections across road and rail barriers.

Housing and land use

- Need affordable housing so that those who work in Tigard can also live there
- Zoning issues prevent mixed-use development
- Increase park and rides
- What comes first – the land use change or changing public right-of-ways to catalyze land use change?
 - Does transit drive this or does zoning changes?
- Stymied for years on Washington Square, on west side of 217, challenge of meeting TPR to get to zoning/planned densities. Infrastructure requirements have been too high.
- Development too car-centric
- Can transit connections be more commercial-friendly? Connections at shopping centers?
- Mix single and multifamily units

WES connections

- Not easily accessible for pedestrians

Q2. Is this the right set of information that you and your constituents need to choose a shared investment strategy for the Southwest Corridor? Is something missing? Could we take a measure away? What are the key tradeoffs to consider as we discuss the range of investments that could be included in a shared investment strategy? Are some tradeoffs more acceptable than others?

Funding and investment

- Many questions on where funding will come from
 - Private or public?
 - How to leverage private money
 - Need outreach to local businesses
 - “No money, no measures”
 - What kinds of money will be available and strings attached
- Investments
 - How will investment from partners be spread around?
 - Measure to show how investments attain vision

Collaboration

- Need shared investments and partnerships
- Comparisons to EMCP
- What is political will to raise revenue?
- What is level of public support?
- 15 years is a short time to implement
 - Need to think of infrastructure now

Rail or BRT first? Network investments or HCT?

- Not sure how public will understand nuance of development actively need corridor that doesn't start as rail.
- Bus lines do incent development. Rail is strongest tool for land use transformation, but how important is that versus the network?
- Putting in rail way might not be as cost effective as putting in busing first, and then using it as a pilot project to consider light rail in the future

Need clarity of sidewalk measure

- Sidewalk connectivity around transit stations and on major road with high potential for transit service.
- Does this measure include crossings?

Missing measures:

- Storm water costs
- Art that attracts
- Equity
- Green development
- Travel times and network efficiency
- Community participation
- Fish passage measure?
- Flow of population to jobs and residences

Too many measures:

- “There has been a poor job done identifying measures.”
- Street maintenance should not be on the list
- Parks should not be on the list as they are not funded through federal money

SWCP Steering Committee Proposed Meeting Topics and Major Engagement Opportunities

Draft 1/3/2013

Month	Groups and topics
January 2013	1/14: Steering Committee meeting <ul style="list-style-type: none"> Overview of Southwest Corridor Plan, where we are in process, what to expect Transit options based on 10/2012 SC recommendation DISCUSS Draft shared investment strategies and evaluation approach DISCUSS
February 2013	2/11: Steering Committee meeting <ul style="list-style-type: none"> Shared investment strategies for evaluation ADOPT
March 2013	Community Planning Forum: discuss evaluation results; comments on shared investment strategies
	Economic Summit: which strategy(s) best support economic development
	OptIn/online open house: describe differences in shared investment strategies in terms of outcomes (based on evaluation) and ask for preferences
	Local advisory committee/community presentations: offer project update presentations to Planning Commissions, Transportation or other local advisory committees, neighborhood and business groups, etc.
April 2013	4/8: Steering Committee meeting <ul style="list-style-type: none"> Evaluation results DISCUSS Community input on shared investment strategies DISCUSS Guidance on preferred strategy(s) RECOMMENDATION
	Community Planning Forum/open house: discuss evaluation results; comments on shared investment strategies; advice on refinement process; implementation ideas
	Local jurisdiction and agency presentations: provide presentations to city councils, county commissions and agencies to prepare them for future action on the preferred shared investment strategy
May 2013	5/13: Steering Committee meeting <ul style="list-style-type: none"> Implementation workshop on preferred strategy(s) DISCUSS
June 2013	6/10: Steering Committee meeting <ul style="list-style-type: none"> Preferred shared investment strategy(s) and implementation plan for the Southwest Corridor ADOPT
July – September 2013	Local jurisdiction and agency action: final presentations to city councils, county commissions and agencies to act on shared investment strategy (may involve public testimony)
	Community Planning Forum: celebrate accomplishments for corridor, discuss next steps to support implementation



Metro | Memo

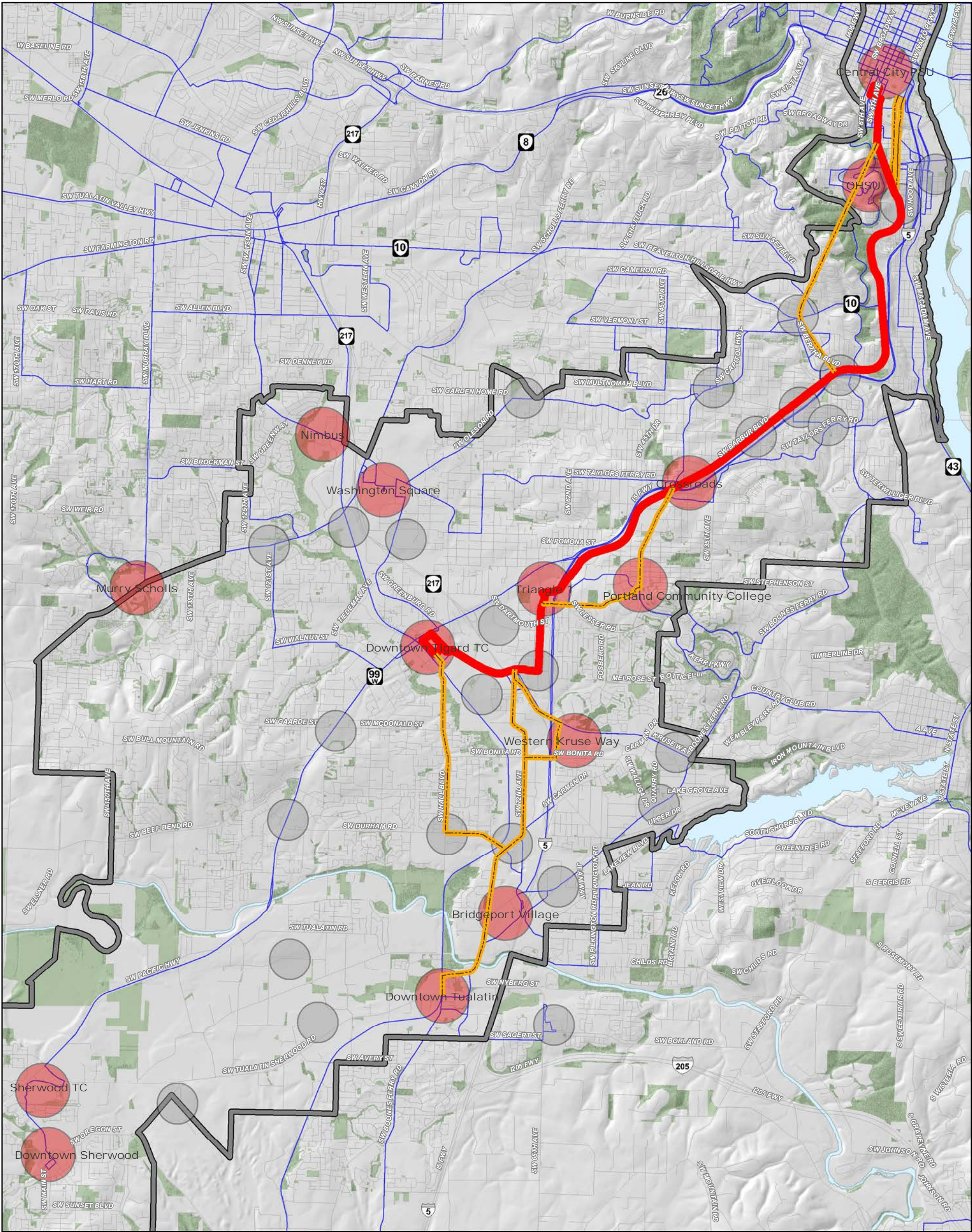
Date: January 7, 2013
To: SW Corridor Steering Committee
From: Matt Bihn
Subject: Transit Alternatives Map

The accompanying five transit maps represent the alternatives forwarded for further consideration as part of the Southwest Corridor Plan based on the Steering Committee's recommendation in October 2012:

- 1) LRT to Tigard with alignment options to Tualatin;
- 2) BRT to Tigard;
- 3) BRT to Tualatin;
- 4) BRT to Sherwood;
- 5) "Hub and Spoke" BRT.

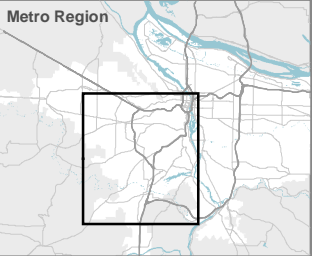
Each transit alternative will be assessed as part of a Shared Investment Strategy. The maps include both a baseline alignment and alignment options. The specific alignments were developed in consultation with jurisdictional staff both through Project Team Leaders (PTL) meetings and through individual meetings. They reflect local preferences regarding routing and connections to the key places identified through the Land Use Vision process.

A range of potential lane treatments and other characteristics will be studied to assess costs and right of way impacts. We will continue to work with local staff to refine the alternatives as the study progresses.



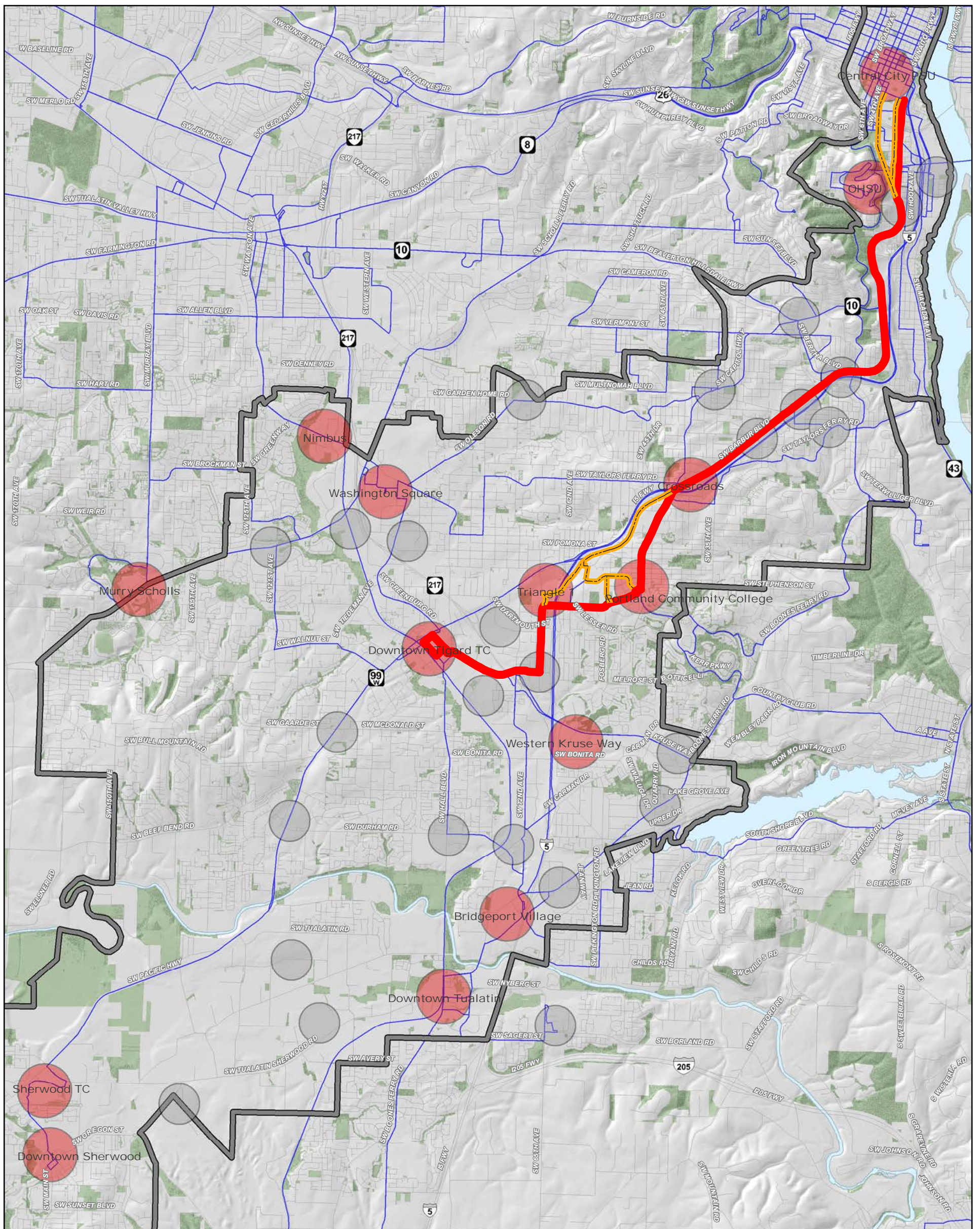
Map 19.A
LRT to Tigard Alignment Options

- Baseline
- Alternatives Alignment
- Existing Transit
- Streets
- Study Area
- Other Identified Places
- Priority Places

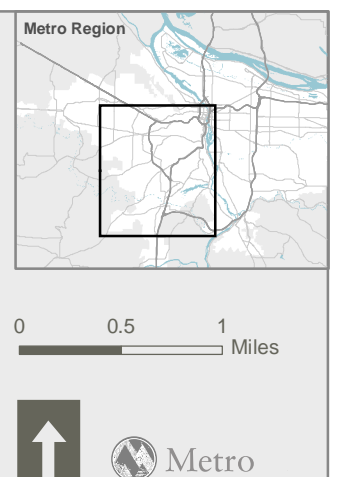
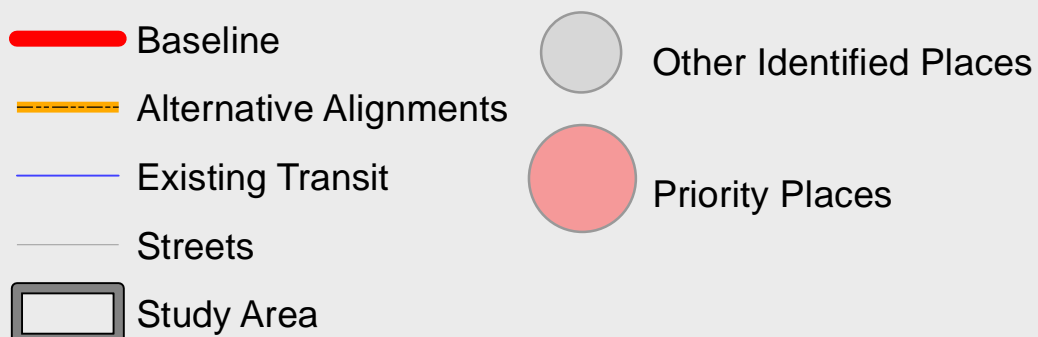


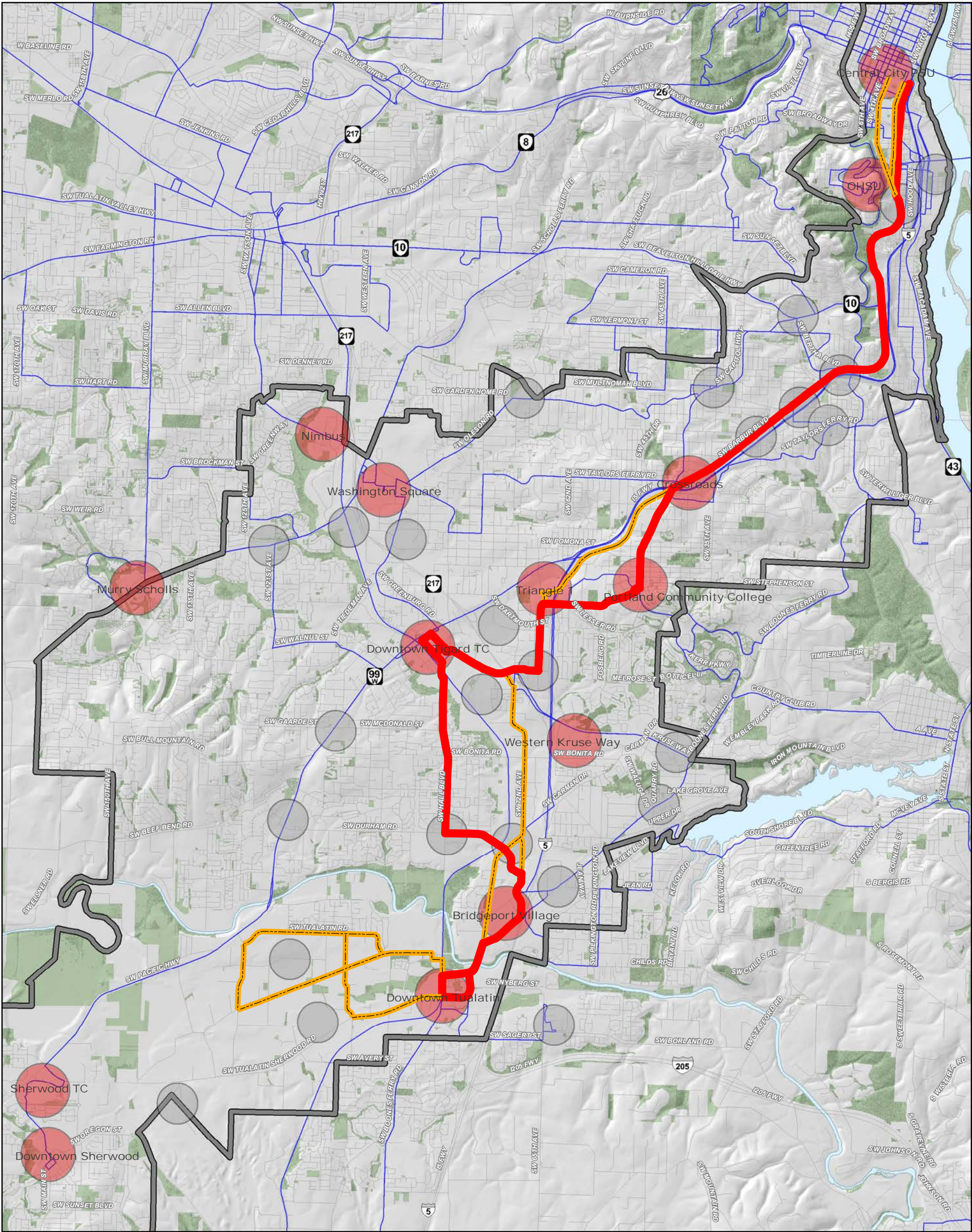
0 0.5 1 Miles





Map 19.B
BRT to Tigard Alignment Options





Map 19.C
BRT to Tualatin Alignment Options

Baseline

Alternative Alignments

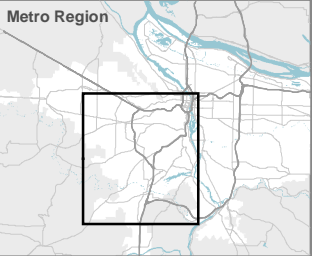
Existing Transit

Streets

Study Area

Other Identified Places

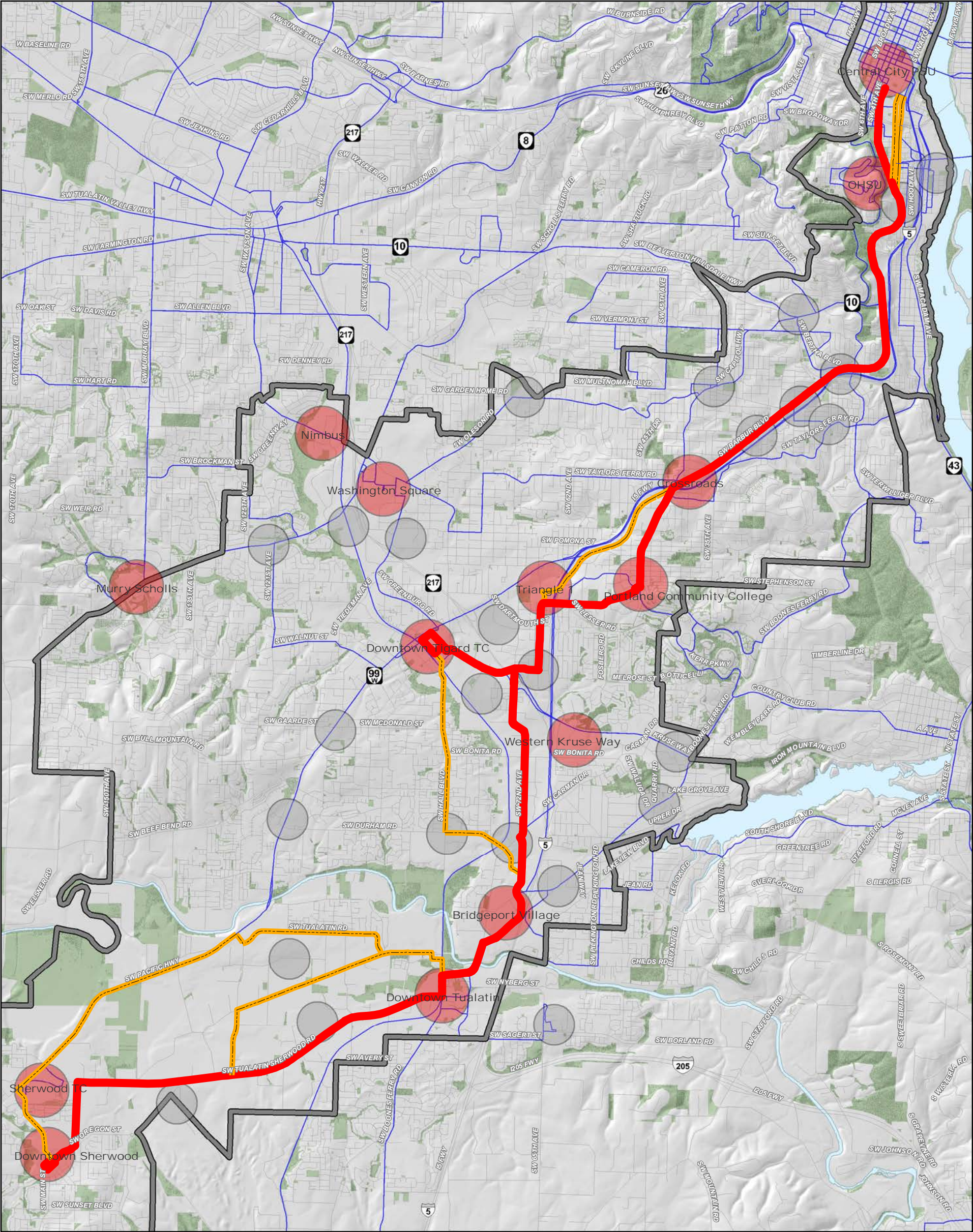
Priority Places



0 0.5 1 Miles

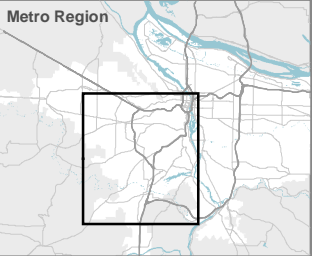


Metro



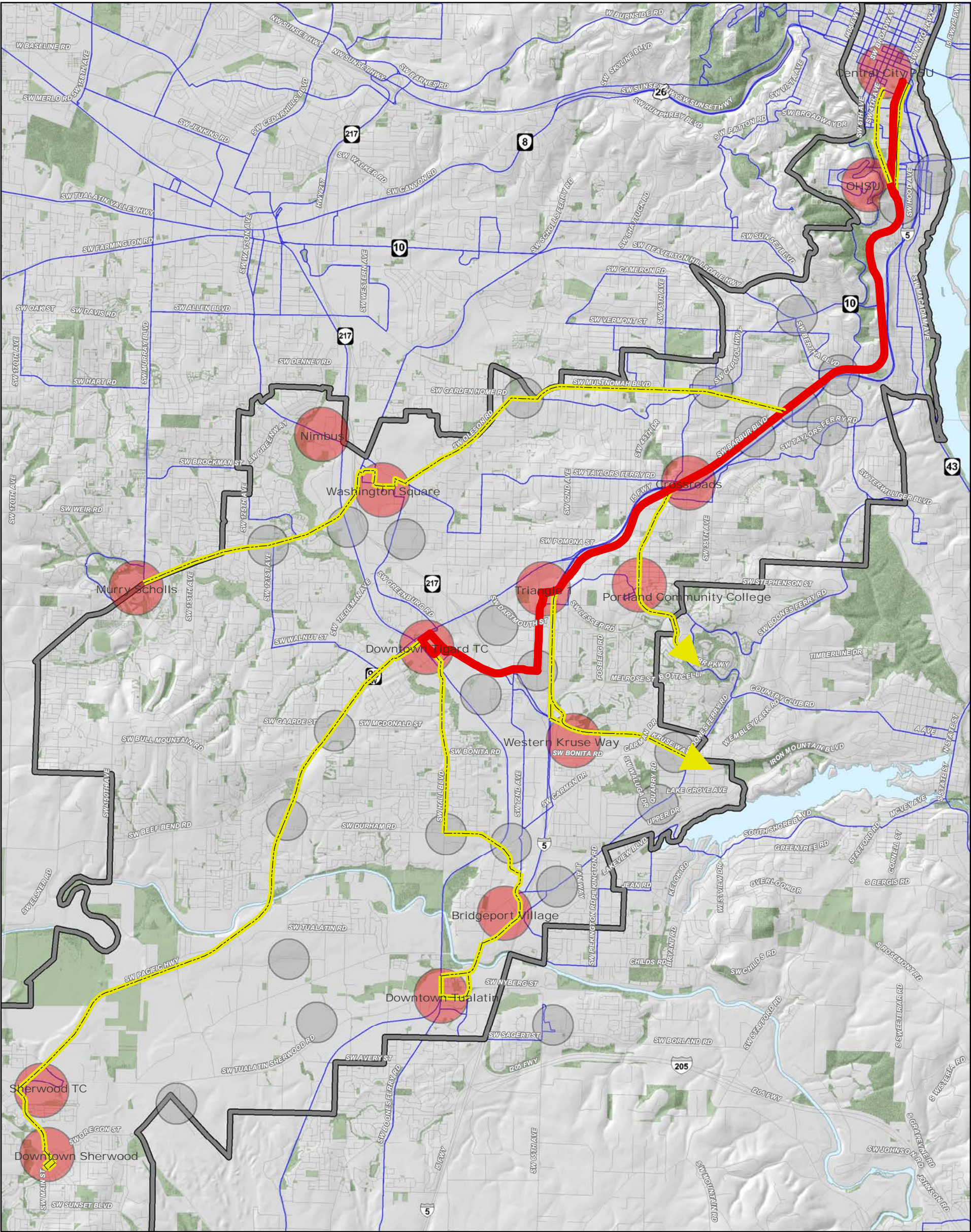
Map 19.D
BRT to Sherwood Alignment Options

- Baseline
- Alternative Alignments
- Existing Transit
- Streets
- Study Area
- Other Identified Places
- Priority Places



0 0.5 1 Miles





Map 19.E
BRT Hub and Spoke Alignment Options

Baseline

Spokes

Existing Transit

Streets

Study Area

Other Identified Places

Priority Places

Metro Region

00.51 Miles

Metro



Shape Southwest public involvement report

January 2013

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

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Introduction

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

- 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, setting 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 Portland¹
- 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 217²

¹ 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.

² 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

- has a daily vehicle count on Interstate 5 of approximately 134,000 near Terwilliger and approximately 133,000 near OR-217³
- has a resident population of approximately 200,000⁴
- 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

³ Ibid

⁴ Population represents 2009 counts cited in the Housing existing conditions report.

committee, while staff participate in technical committees, support local community advisory committees and ensure meaningful public engagement.

Previous public engagement, September 2011 to February 2012

The second 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.

Previous public engagement, February 2012 to August 2012

The last public engagement stage of the Southwest Corridor Plan was held February 2012 to August 2012 and aimed to demonstrate and validate the screening

process of narrowing the wide range of ideas to a narrowed list of potential projects.

From June 22 through July 31, 2012, project partners hosted an online, virtual open house. Participants in the online open house viewed video feeds that explained the purpose and process of the overall plan. Participants were then directed to a related questionnaire that asked whether the sources of projects for the corridor were considered comprehensive and if the process for narrowing that list to move forward reflected the values of the communities in the corridor. The questionnaire received 543 responses.

An 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 identified existing challenges and potential opportunities in economic development, housing choices, natural areas, trails and health for the corridor.

See the Southwest Corridor Plan wide range and screening processes public involvement report, August 2012, for details on outreach activities and public comments.

Current public engagement, August to December 2012

The purpose of this stage of the Southwest Corridor Plan is to begin to develop shared investment strategies based on potential projects that were identified in the previous stage.

Public engagement at this stage of the plan focused on discussions of the benefits and tradeoffs of different types of investments,

beginning with the premise that we cannot afford everything. Benefits and tradeoffs were framed by the Southwest Corridor Plan goals of health, access and mobility, and prosperity in the communities of the corridor. Information from the public will help decision-makers make choices about where to focus investments as well as what type and what levels of investments would best benefit these communities balanced against the fiscal constraints.

To engage the public and help determine priorities for communities in the corridor as well as the corridor as a whole, project partners:

- hosted the online interactive Shape Southwest game and associated questionnaire (Nov. 14, 2012 through Jan. 1, 2013; *see* Appendix A, Shape Southwest and questionnaire responses)
- distributed a paper version of the questionnaire to engage residents without computer access, specifically to agencies serving environmental justice communities (*see* Appendix B; Creating an investment package questionnaire responses)
- translated the above questionnaire into Spanish and Vietnamese to engage residents who speak these languages and do not speak English well (*see* Appendix C, Translated questionnaires; *see also* Southwest Corridor Plan Title VI and environmental justice analysis, July 2012 *and* Southwest Corridor Plan Title VI and environmental justice outreach plan for phase I, July 2012)
- convened two community planning forums (Oct. 9 and Dec. 3; *see* Appendix D, Oct. 9 community planning forum event summary and Appendix E, Dec. 3

community planning forum event summary)

- convened an economic summit to engage local business owners and employees (Nov. 14, 2012; *see* Appendix F, Economic summit event summary)
- staffed booths at community events and briefed community groups, specifically to engage environmental justice communities (*see* Appendix G, Outreach events calendar)
- updated and maintained the project website as a repository for information on the plan (www.swcorridorplan.org)
- publicized articles on the project blog for wider-topic considerations, conversations and facts about the corridor (www.swcorridorplan.blog.com)
- maintained the project Twitter feed for quick updates and reminders of events (twitter.com/#!/SWCorridor)
- maintained a Facebook page for quick updates, announcements and photos from events (www.facebook.com/SWCorridor)
- participated in city meetings, presentations and events related to the corridor (*see* Appendix G)
- provided updates to the Southwest Corridor Plan interested persons email distribution list (*see* Appendix H, Interested persons email updates).

Additionally, community group briefings were held by municipal staff focusing on the local land use plans but also highlighting the Southwest Corridor Plan as the overarching effort (*see* Appendix G). Public attendance at project steering committee meetings was encouraged and public comment was accepted by Steering Committee members.

Additional networking efforts within the above social media platforms were made throughout this phase to broaden and diversify the project's spectrum of engagement. Due to the expansive nature of the Southwest Corridor Plan and its potential to impact entire communities, a wide variety of individuals, businesses and organizations 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.

During the public comment period of Nov. 14, 2012 through Jan. 1, 2013, 2,098 people visited the project website to learn about the Southwest Corridor Plan, 695 submissions to Shape Southwest were made, 471 electronic questionnaires were submitted, and 20 paper-version questionnaires were received. Two Spanish-language questionnaires and no Vietnamese-language questionnaires were received.

Summary of outreach activities

Two project factsheets were produced in fall of 2012 (*see* Appendix I, Outreach material). The first provided information from existing conditions reports to express assets, opportunities and challenges in the corridor. The second provided a more general overview of the plan, process, partners, opportunities, challenges and upcoming decisions.

This second factsheet is meant to engage new participants, with distribution focused on minority and lower-income communities identified through corridor population analysis (*see* Southwest Corridor Plan Title VI and environmental justice analysis, July 2012 *and* Southwest Corridor Plan Title VI and environmental justice outreach plan for phase I, July 2012). The second factsheet was translated into Spanish and Vietnamese to engage residents who speak these languages and do not speak English well.

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.

During this time, project partners convened two community planning forums to share preliminary results from the Southwest Corridor Plan screening process, update the community on the corridor land use vision, and solicit input on building shared investment strategies through discussion of transit connections and tradeoffs. The community planning forums convene at project milestones to provide project staff and decision-makers with community-based information and insight, adding to the work being done by technical experts.

An economic summit was held on Nov. 14 to engage business leaders and employers in development of a cooperative economic development agenda for the Southwest Corridor.

The City of Portland held four Barbur Concept Plan Community Working Groups during this time, sharing information and exploring the community's vision for the boulevard's look and feel. A Barbur Concept Plan-Kelly Focus Area open house was hosted on Nov. 11 and a Barbur Concept Plan community forum was held on Nov. 29.

The City of Sherwood shared information about the city's local land use plan and how it relates to the Southwest Corridor Plan at a Sherwood Town Center Plan open house on Oct. 3.

Information about the plan was provided by the City of Tigard at the 4B-Bull Mountain, Tigard Citizen Participation Organization meeting on Oct. 11 and at a Tigard City Council Work Session on Nov. 20.

Equitable engagement

During this stage, Southwest Corridor Plan partners worked together to conduct specific outreach to minority and lower-income communities and people with limited English proficiency.

Metro and project partners distributed posters as well as factsheets and a short survey related to the Shape Southwest engagement in English, Spanish and Vietnamese. These were displayed by community resource organizations, senior centers, food banks, churches, libraries, schools and local governments.

Project partners also hosted a booth at Portland Community College, Slyvania, presented at the Sherwood Senior Center, Loaves and Fishes, and co-hosted an AARP walkability event to help foster meaningful engagement in the public involvement process (see Appendix __, Environmental Justice outreach).

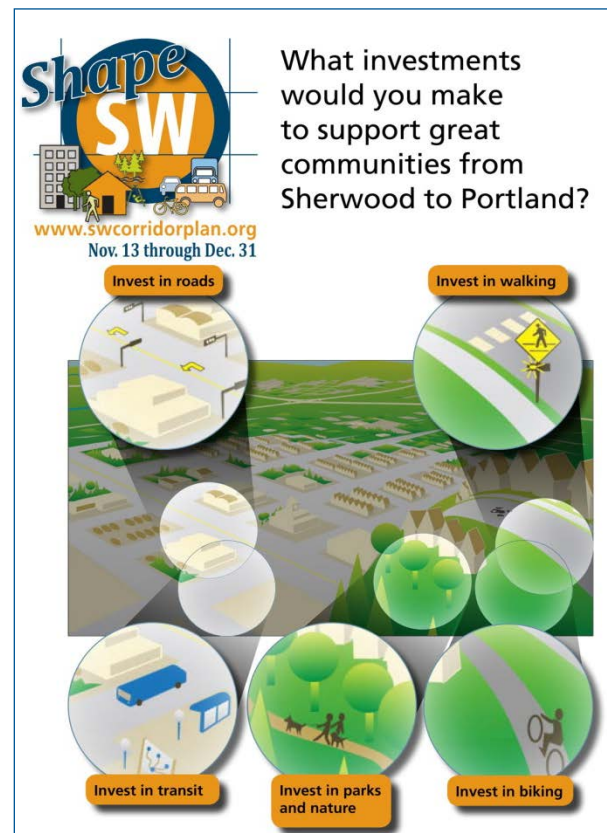
Shape Southwest

From Nov. 13, 2012, through Jan. 1, 2013, project partners hosted an online interactive planning game on the project website (www.swcorridorplan.org). Shape Southwest is an interactive online tool created to educate the public on the type of choices to be made when creating a shared investment strategy to address land use and transportation issues in the corridor. The Shape Southwest tool asked users to submit their ideas for investment strategies and referred users to a questionnaire to express why chose those investments.

Besides the follow-up questionnaire, the tool has two major components: a "connections map" and an "investment solution" exercise. The connections map allowed users to make up to five connections in the corridor that they would like to see served by transit in the future. The investment solutions exercise asked users to decide on their optimum levels of investment for driving, walking, biking, transit, and nature and parks based on a limited budget, considering the effects on health, access and mobility, and prosperity.

To notify the public of Shape Southwest and the importance of their feedback, project partners introduced the game in an email to large employers in the corridor, asking them to share with their employees an invitation to play. In addition, the game was highlighted through multiple posts on Twitter, Facebook and the plan's blog, announcement cards distributed to a wide range of organizations and outreach to local blogs and local newsletters (see Appendix __, Shape SW promotion). An invitation to participate was also sent to area members of Metro's OptIn program.

Figure 1. Shape Southwest promotional



poster

Summary of Shape Southwest results and comments

“We need high-capacity transit to facilitate transit travel through the corridor; we also need good local feeder service to [the high capacity transit]”

“No light rail. Period. End of story.”

“More frequent bus connections between outlying areas for getting from home to employment.”

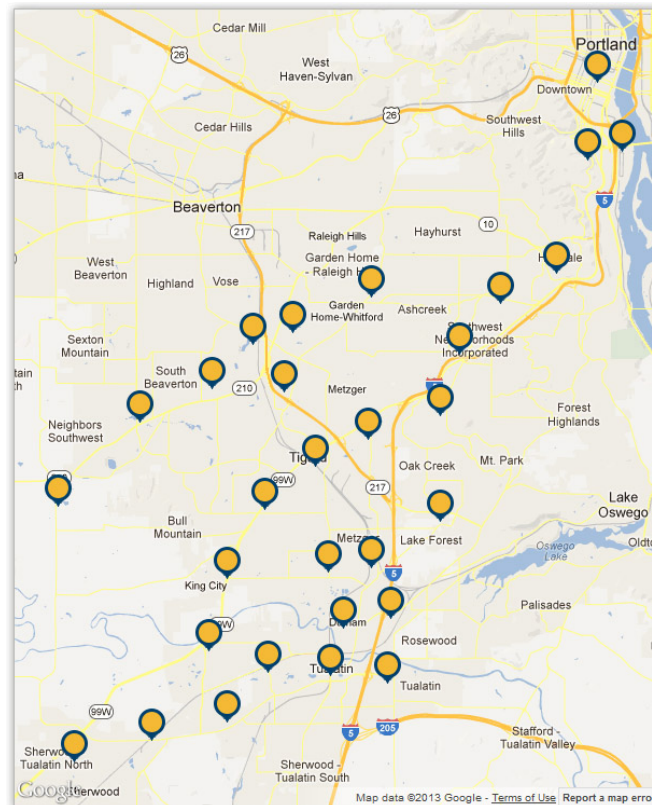
“[We] need high capacity transit from downtown to key places like Hillsdale, PCC Sylvania and Tigard.”

Shape Southwest questionnaires were collected from Nov. 14, 2012, through Jan. 1, 2013. The summary below synthesizes what was heard through the online interactive tool and the associated questionnaire.

Future transit connections

The Shape Southwest tool first asked users to identify up to five future transit connections that they would like to see within the corridor.

Figure 2. Shape Southwest connections map



Users could create up to five lines to connect the 30 focus areas to each other without regard for mode (e.g., local bus services, bus rapid transit or light rail).

Table 1, Shape Southwest future transit connections, shows the tally of the connections offered by the public areas arranged by order of most to least connected focus area. In Table 1, focus areas are ordered by the number of times each were selected as a connection point, and counts for connections between focus areas are bolded for any selected 25 times or

more. Tables 2 and 3 provide information given in the 20 received paper questionnaires.

Table 1. Shape Southwest future transit connections from Shape Southwest

<div>Total times connected</div>	Downtown Portland	Hillsdale/ Burlingame	Downtown Tigard	Multnomah Village	OHSU/ South Portland	PCC	South Waterfront	Crossroads	Downtown Tualatin	Washington Square	Tigard Triangle	Garden Home	Sherwood Town Center	Bridgeport Village	Summerfield/ King City	Kruse Way/ Lake Grove	Meridian Park/ Nyberg Woods	Scolls Ferry	Murray Scholls	Red Tail	Nimbus	River Terrace	Upper Boones Ferry	Durham	Gaarde/ McDonald	Pacific Financial/ 124 th	Teton/ Leveton	Sherwood Employment	Durham/Hall	SW Tualatin Industrial
Downtown Portland	588																													
Hillsdale/ Burlingame	88	496																												
Downtown Tigard	47	14	358																											
Multnomah Village	30	120	8	320																										
OHSU/ South Portland	120	104	4	16	319																									
PCC	32	28	37	33	11	276																								
South Waterfront	76	46	9	11	41	6	221																							
Crossroads	19	31	14	43	5	42	7	215																						
Downtown Tualatin	28	1	38	5	1	3	3	2	183																					
Washington Square	25	11	29	10	1	10	3	11	7	182																				
Tigard Triangle	8	6	40	3	1	36		16	7	5	146																			
Garden Home	20	22	12	27	6	2	4	7		14	5	141																		
Sherwood Town Center	28	5	17	1	1	1	3	2	22	5	4		115																	
Bridgeport Village	9	6	8	3		8	2	4	9	6		1	1	83																
Summerfield/ King City	9	1	17		1				4	7	2	1	2	4	79															
Kruse Way/ Lake Grove	6	2	10	2		14	3	5	5	6	3			11		73														
Meridian Park/ Nyberg Woods	7	3	7	1				1	12		1		7	4	3	1	65													
Scholls Ferry	6	2	3	1	1	4	3		3	6		4	2		2			56												
Murray Scholls	8		7	1	1	1	1		1	8			1					10	52											
Red Tail	4	1	2	3	1	3		2		4		13	1	1					2	43										
Nimbus	2	2	4		2			2	1	5	1	2		1		2	4	4		5	41									
River Terrace	7		3		1		1		1	6	2		2		3		1	1			4	40								
Upper Boones Ferry			6	1		4	1		6	1	4		2	1					8				33							
Durham	1				1			1	4					2	3								2	32						
Gaarde/ McDonald	2	2	8			1	1	1	2	1		1			10		1	1	1	1					32					
Pacific Financial/ 124 th	2		2										1	2	5				1					8		31				
Teton/ Leveton			2						11				2										1			8	25			
Sherwood Employment	2		4						2				3		4	1								1				17		
Durham/Hall		1	5	1					2		2					1							2	1					16	
SW Tualatin Industrial	2		1						3	1			2		1	1	1	1											1	
																													14	

Table 2. Shape Southwest future transit connections from paper questionnaires

Connection route	Local bus	Bus rapid transit	Light rail
Hillsdale/Burlingame to PCC			
OHSU to downtown Tualatin (via Multnomah Village, Crossroads, Upper Boones Ferry)	X		
South Waterfront to downtown Tualatin (via Hillsdale/Burlingame, Crossroads, Upper Boones Ferry)	X		
Sherwood Town Center to Summerfield/King City (via Pacific Financial 124th)			
Downtown Tualatin to Meridian Park/Nyberg Woods			
Summerfield/King City to Upper Boones Ferry (via Durham/Hall)			
Downtown Tigard to Durham/Hall	X		
Tigard Triangle to downtown Tigard	X		
Summerfield/King City to Durham/Hall	X		
Washington Square to Tigard Triangle	X		
Tigard Triangle to downtown Tualatin (via Upper Boones Ferry, Durham)	X	X	
Washington Square to downtown Tigard	X		
Washington Square to downtown Tualatin	X	X	
Tigard Triangle to Sherwood Town Center (via downtown Tigard, Gaarde McDonald, Summerfield/King City, Pacific Financial 124th)	X		
Upper Boones Ferry to Meridian Park/Nyberg Woods	X		
Multnomah Village to Crossroads		X	
Downtown to Crossroads		X	X
PCC to downtown Portland			X
OHSU to downtown Tigard (via Hillsdale/Burlingame, Crossroads)			X
Hillsdale/Burlingame to Durham/Hall (via Multnomah Village, Garden Home, Washington Square, downtown Tigard)	X		
Crossroads to PCC		X	
Kruse Way/Lake Grove to Sherwood Town Center (via Bridgeport Village, Durham, downtown Tualatin, SW Tualatin Industrial area, Sherwood employment)		X	
River Terrace to downtown Portland (via Murray Scholls, Scholls Ferry Road, Washington Square, Garden Home)		X	
downtown Portland to Sherwood Town Center (via Hillsdale/Burlingame, Crossroads, Tigard Triangle, downtown Tigard, Gaarde McDonald, Summerfield/King City, Pacific Financial 124th)			X
Garden Home to Bridgeport Village (via Tigard Triangle, Kruse Way/Lake Grove, Upper Boones Ferry)		X	X
Garden Home to downtown Portland (via Multnomah Village, Hillsdale/Burlingame, OHSU)		X	
Garden Home to Washington Square	X		

OHSU to Crossroads (via Hillsdale/Burlingame)	X
Summerfield/King City to Upper Boones Ferry (via Durham/Hall)	X
Tigard Triangle to Durham/Hall (via downtown Tigard)	X

Table 3. Beyond corridor or focus area connections from paper questionnaires

Other connections/notes	Type of service
PCC Rock Creek to PCC Sylvania (via Garden Home)	Light rail
Washington Square to Barbur Boulevard (via Garden Home)	Local bus service
Southwest Vermont Street to Barbur Boulevard	Local bus service
Southwest Hall Boulevard to Kruse Way/Lake Grove	Local bus service
Highway 217 (near Southwest Canyon Rd.) to Washington Square	Local bus service
Downtown Tigard to Lake Oswego via Kruse Way/Lake Grove	Local bus service
Southwest Taylors Ferry Road to Tryon Creek State Park	Local bus service
Pacific Financial 124th to Tualatin River National Wildlife Refuge	Local bus service
Highway 217 to Sherwood Town Center (via Garden Home, Washington Square, downtown Tigard, Gaarde McDonald, Summerfield/King City, Pacific Financial 124th)	Local bus service (Oleson Road bus)
Bonita to Kruse Way/Lake Grove	<i>blank</i>

Of the 491 online and paper questionnaire respondents, 406 offered at least one response to express what type of connection(s) they would like to see. The vast majority of these envisioned at least some form of high capacity transit for one or more connections, often suggesting either light rail or bus rapid transit (or a combination of the two) depending on their connections. A majority also suggested continuation or improvements to current local bus service for one or more connections.

In this and other sections, some commenters specifically stated that they did not want light rail. Others pointed to issues caused by recent TriMet service cuts, requesting restoral to be the primary focus.

A considerable number of comments used this section to emphasize the desire to see expanded or added pedestrian and bicycle

facilities or roadway connections. A few comments stated concern and objection to the idea that roadway capacity might be taken for high capacity transit or bicycle facilities. A few commenters used this and other sections to emphasize their reliance on TriMet LIFT service.

Information offered about the types of connections will be compiled, analyzed and forwarded to the Southwest Corridor Alternatives Analysis technical team and TriMet to use in future discussions of transit needs and service for the corridor.

“We need to make serious investments in the infrastructure in the corridor in order to encourage more jobs, housing and commercial development in the corridor.”

“Please focus on areas where there are low-wage jobs and where affordable housing is likely to develop. Do not put too much investment into serving extremely wealthy areas and enclave communities.”

“My hope is that the solution will provide both for enhanced throughput and also make transit a viable option for local trips.”

Community investments

The second part of the Shape Southwest tool asked participants to determine their optimal levels of investment in driving, walking, biking, transit and nature and parks. Users were given a "budget" of 100 points and could select from level 0 to 5 for each investment type. For each investment level, users were offered an example of what that level of investment could bring to a community (for example, level 1 for driving meant: "Things like curb ramps, gravel paths or shoulders and wayfinding aids". The tool was meant to illustrate that not everything can be afforded and that different types and levels of investment may require different levels of funding. Not all investment types or levels required the same number of budget points.

Users were shown the results of their investments in health, access and mobility, and prosperity – three of the goals of the Southwest Corridor Plan. They could also earn "bonuses" for encouraging safety, housing choice, economic development and commercial development with certain combinations of investments. (see Appendix J, Shape Southwest methodology, for more information about the process and assumptions made for the tool)

“The traffic is too bad... I drive several miles out of my way on I-5 and back roads through Tualatin to avoid 99W through Tigard.”

“Please do not spend money that our government really doesn’t have to spend.”

“Generally, with the increasing number of seniors, we need ways for them to get around without driving. Also, [we need] added and better maintained sidewalks to enable walking to the bus stop or light rail. I am usually walking in the roadway on my way to the bus stop.”

Investments in driving

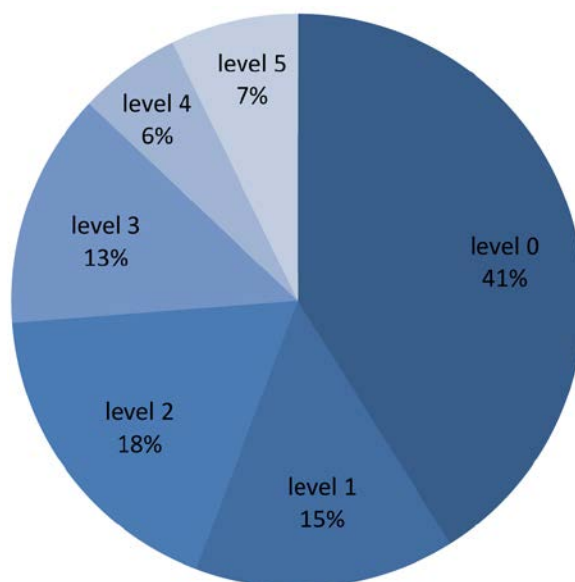


Investments in driving represent roadway improvements in the community. For the Shape Southwest tool, levels of investment represented:

- Level 1: Maintenance needs that currently lack funding
- Level 2: Things like key safety fixes and signal optimization
- Level 3: Things like intersection and connectivity improvements
- Level 4: Things like expanded large neighborhood streets
- Level 5: Things like rebuilt interchanges.

Of the 691 submissions to the Shape Southwest tool, 285 chose not to invest in driving at all; 125 chose level 2; 102 chose level 1; 92 chose level 3; 50 chose level 5; and 40 chose level 4.

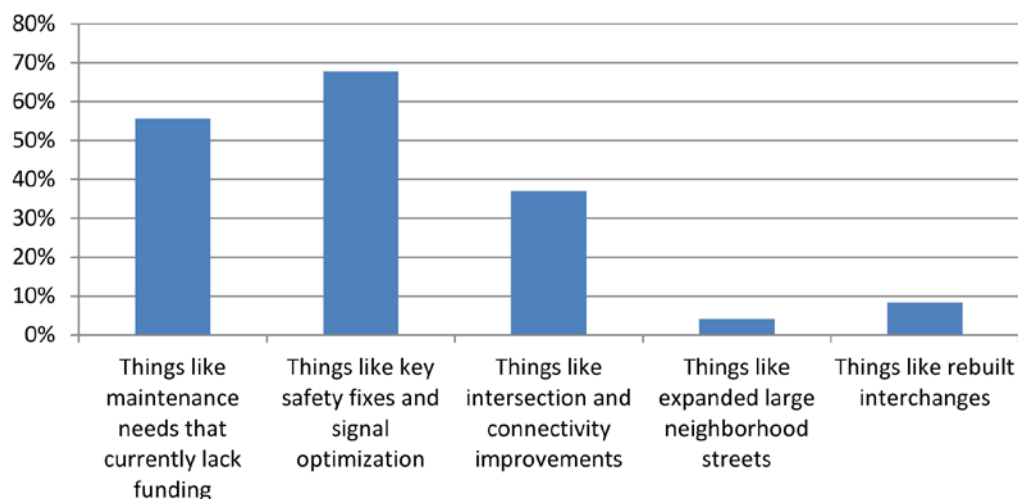
Figure 3. Shape Southwest submissions: driving investments



The Shape Southwest tool saw these levels as additive, meaning that a higher level included all investments of the lower levels. The online questionnaire recognized that users may have wanted to be more targeted in their investments; it asked users to choose one or two types of driving investments that were most important to them.

Figure 4, Driving investment priorities, shows what was offered by the 459 respondents who chose one or more priorities.

Figure 4. Driving investment priorities



Investments in walking

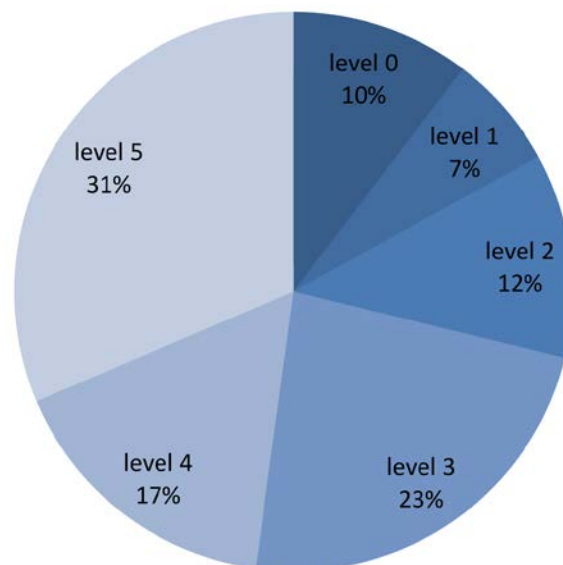


Investments in walking represent pedestrian facility improvements in the community. For the Shape Southwest tool, levels of investment represented:

- Level 1: Things like curb ramps, gravel paths or shoulders and wayfinding aids (signs and maps)
- Level 2: Crosswalks improvements like better striping, medians, signals and flashing beacons
- Level 3: Things like adding paved sidewalks on major roads
- Level 4: Things like adding paved sidewalks on large neighborhood streets
- Level 5: Things like plazas, street trees and streetscape improvements.

Of the 691 submissions to the Shape Southwest tool, 218 chose the highest investment, level 5, for walking; 162 chose level 3; 114 chose level 4; 82 chose level 2; 72 chose no investment; and 46 chose level 1

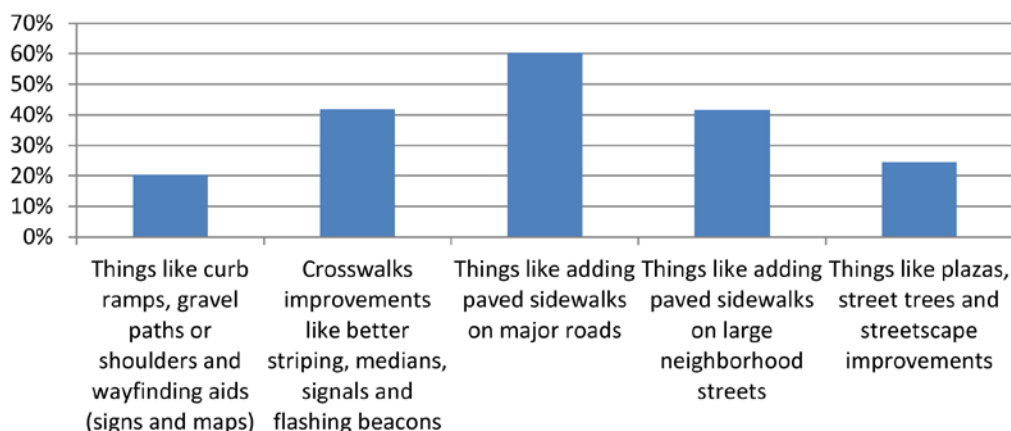
Figure 5. Shape Southwest submissions: walking investments



The Shape Southwest tool saw these levels as additive, meaning that a higher level included all investments of the lower levels. The questionnaire recognized that users may have wanted to be more targeted in their investments; it asked users to choose one or two types of walking investments that were most important to them.

Figure 6, Walking investment priorities, shows what was offered by the 459 respondents who chose one or more priorities.

Figure 6. Walking investment priorities



Investments in biking

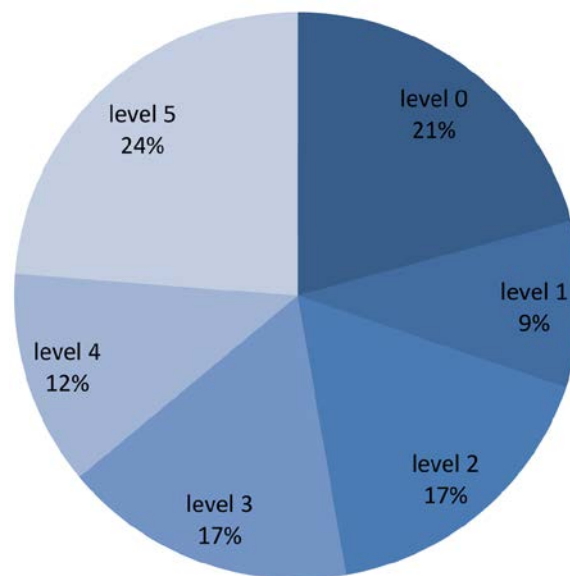


Investments in biking represent bicycle facility improvements in the community. For the Shape Southwest tool, levels of investment represented:

- Level 1: Wayfinding (signs and maps); share the road markings, shoulders
- Level 2: On street striped bike lanes on major roads
- Level 3: Bike boulevards
- Level 4: Cycle track (separated bike lane) on major roads
- Level 5: Off-street separated paved path.

Of the 691 submissions to the Shape Southwest tool, 165 chose the highest investment, level 5, for biking; 144 chose no investment; 118 chose level 2; 116 chose level 3; 85 chose level 4; and 66 chose level 1.

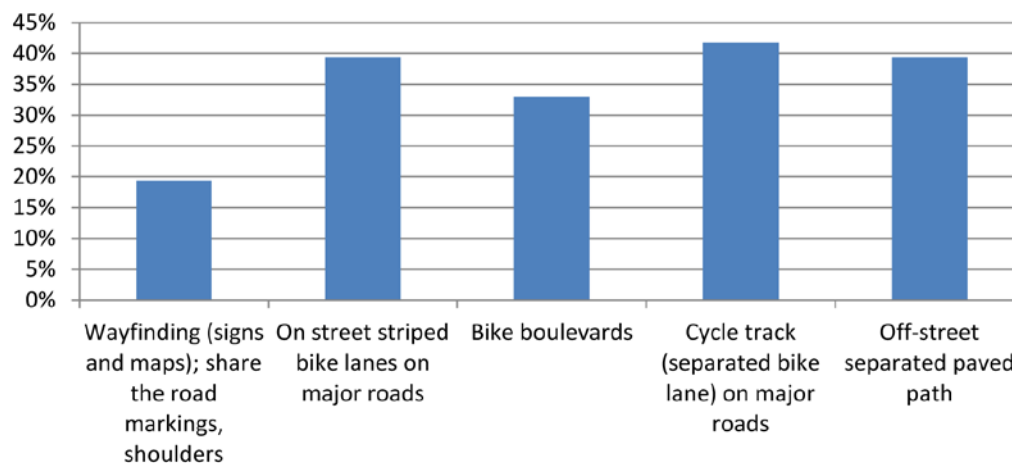
Figure 7. Shape Southwest submissions: biking investments



The Shape Southwest tool saw these levels as additive, meaning that a higher level included all investments of the lower levels. The questionnaire recognized that users may have wanted to be more targeted in their investments; it asked users to choose one or two types of biking investments that were most important to them.

Figure 8, Biking investment priorities, shows what was offered by the 439 respondents who chose one or more priorities.

Figure 8. Biking investment priorities



Investments in transit

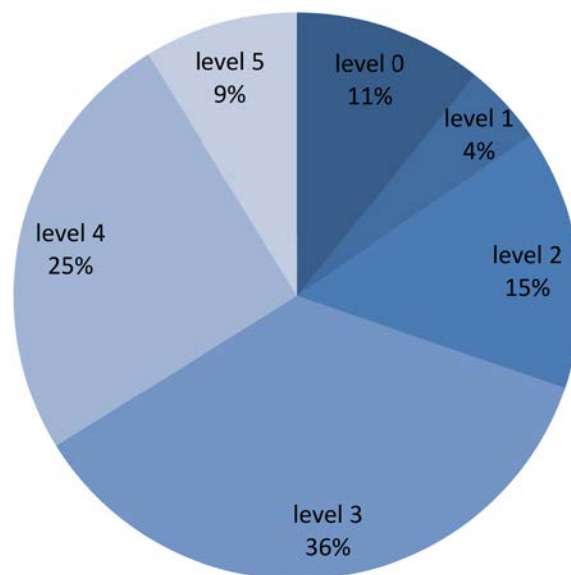


Investments in transit represent transit access and operational improvements and capital project investments in the community. For the Shape Southwest tool, levels of investment represented:

- Level 1: Improved stop amenities like shelters, lights and posted schedules and maps
- Level 2: Improved access to stops like close-by curb cuts and marked crosswalks close to the stop
- Level 3: Improved local service
- Level 4: High capacity transit to two cities
- Level 5: High capacity transit to three or more cities.

Of the 691 submissions to the Shape Southwest tool, 249 chose the level 3 for transit; 174 chose level 4; 103 chose level 2; 75 chose no investment; 61 chose level 5; and 32 chose level 1.

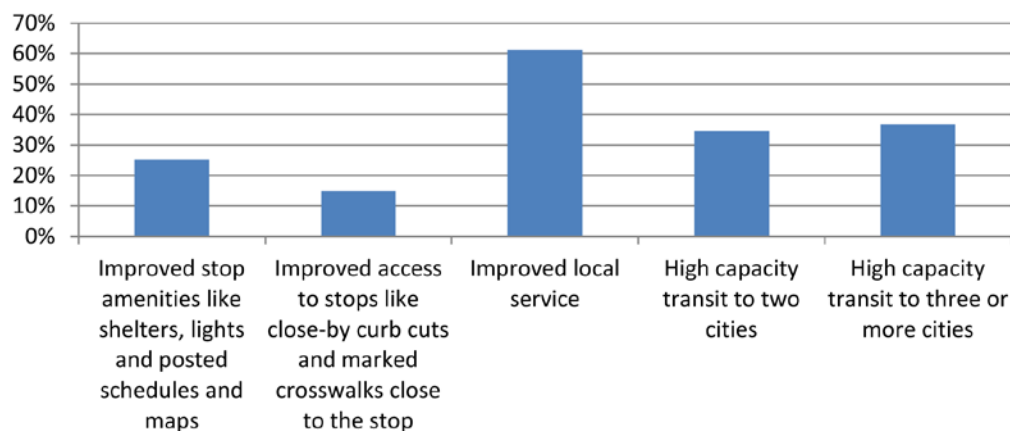
Figure 9. Shape Southwest submissions: transit investments



The Shape Southwest tool saw these levels as additive, meaning that a higher level included all investments of the lower levels. The questionnaire recognized that users may have wanted to be more targeted in their investments; it asked users to choose one or two types of transit investments that were most important to them.

Figure 10, Transit investment priorities, shows what was offered by the 444 respondents who chose one or more priorities.

Figure 10. Transit investment priorities



Investments in parks and nature

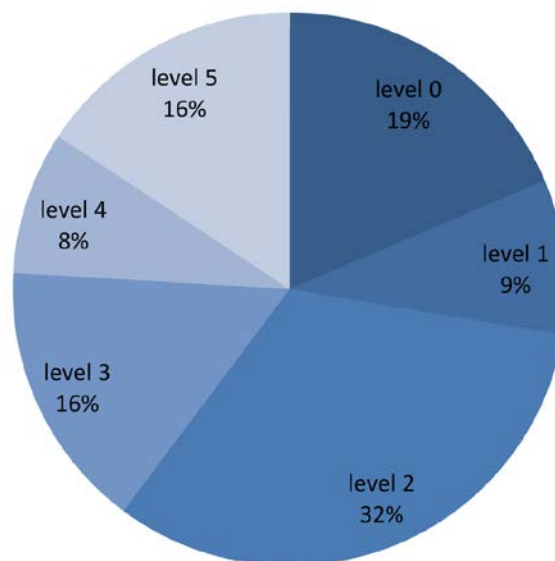


Investments in parks and nature represent improvements in the community that add or protect those resources, including stream health and water quality investments. For the Shape Southwest tool, levels of investment represented:

- Level 1: Trails through natural areas
- Level 2: Trees along major roads
- Level 3: Stream health and water quality projects
- Level 4: New parks
- Level 5: Purchase open spaces

Of the 691 submissions to the Shape Southwest tool, 226 chose the level 3 for parks and nature; 129 chose no investment; 109 chose level 2; 109 chose level 5; 63 chose level 1; and 58 chose level 4.

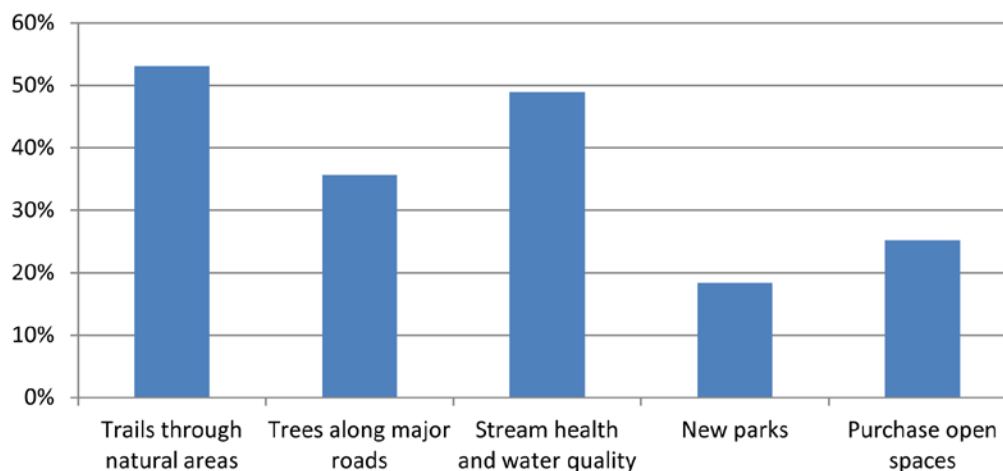
Figure 11. Shape Southwest submissions: parks and nature investments



The Shape Southwest tool saw these levels as additive, meaning that a higher level included all investments of the lower levels. The questionnaire recognized that users may have wanted to be more targeted in their investments; it asked users to choose one or two types of parks and nature investments that were most important to them.

Figure 12, Parks and nature investment priorities, shows what was offered by the 452 respondents who chose one or more priorities.

Figure 12. Parks and nature investment priorities



Investment priorities, paper questionnaires

The 20 respondents using the paper questionnaire did not have access to the benefit and tradeoff exercise of the Shape Southwest online game. Instead, they marked two or more investments that would be most important to them without this context, shown in figures 13 to 17.

Figure 13. Most important driving investments

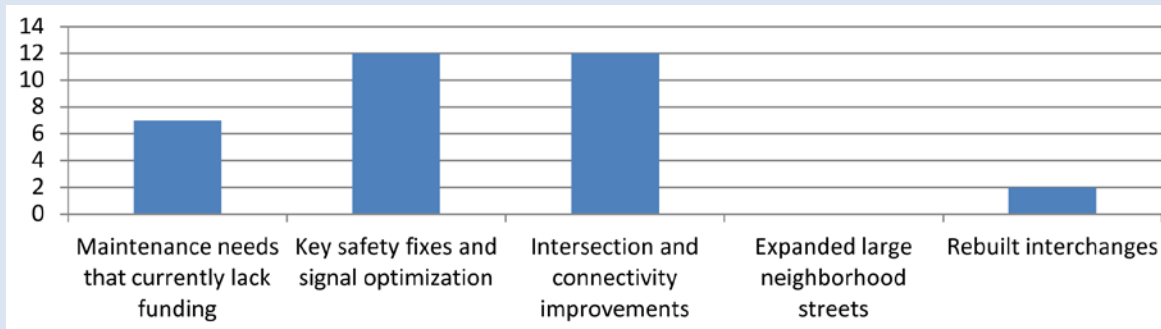


Figure 14. Most important walking investments

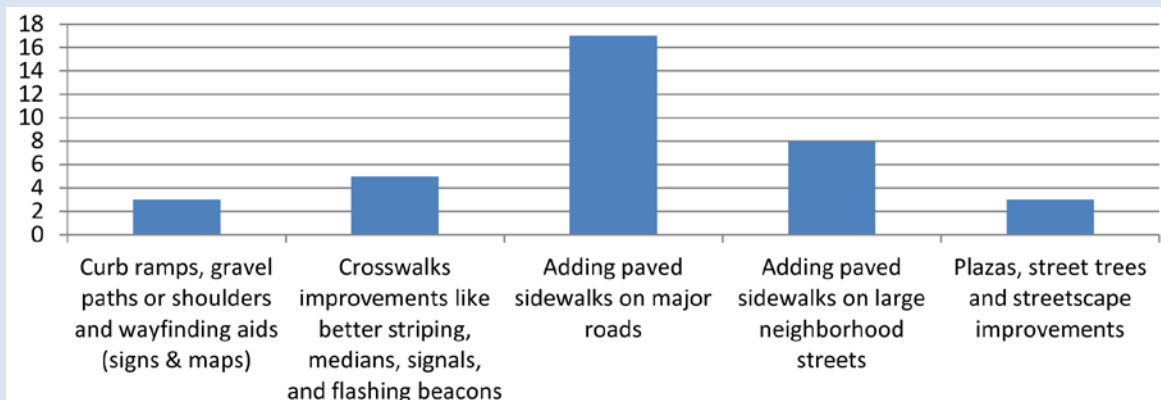


Figure 15. Most important biking investments

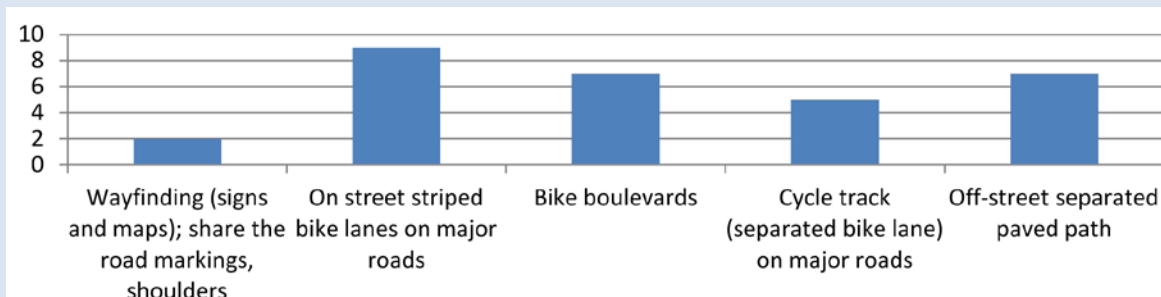


Figure 16. Most important transit investments

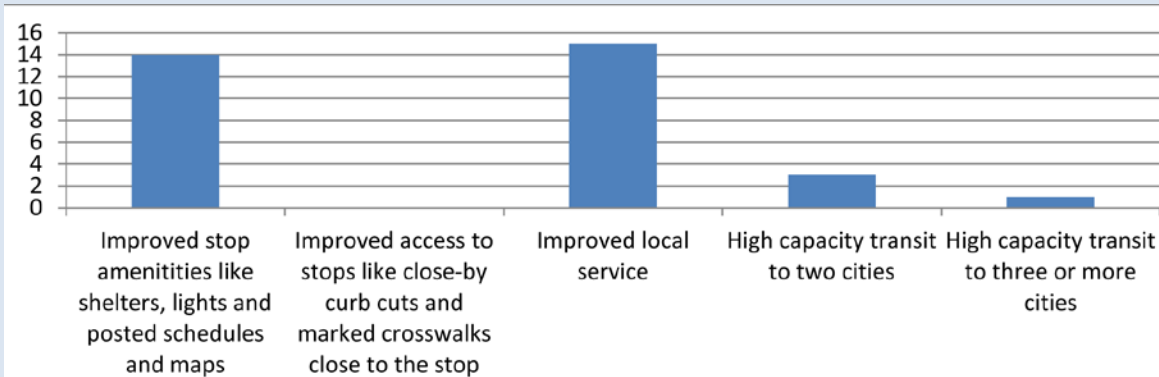
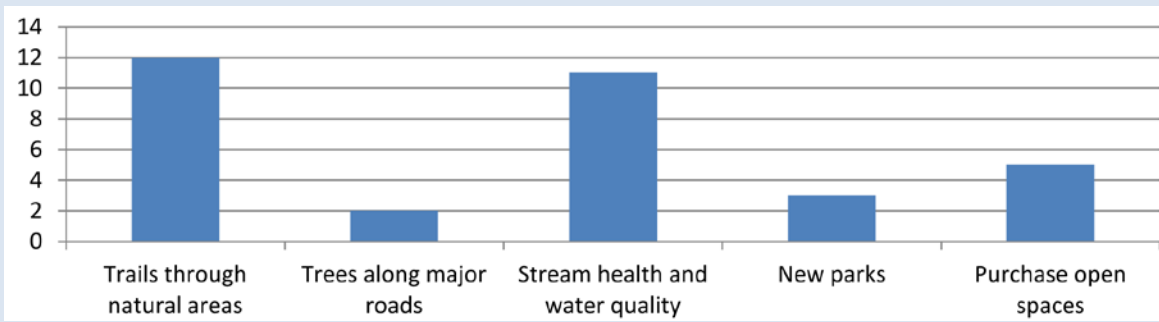


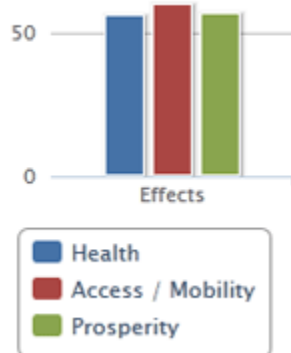
Figure 17. Most important parks and nature investments



Even without the context of the Shape Southwest tool, the ratios for these investment priorities are similar to the results of the online questionnaire. The one clear exception is more emphasis for improved stop amenities with transit investments, though it is impossible to draw too much from this distinction with this sample size.

Outcomes

Shape Southwest users were able to track the effects of their investment choices on health, access and mobility, and prosperity. This was done by giving a "score" for the effects of each



investment type and level (*see* Appendix J, Shape Southwest methodology, for information about the process and assumptions made for this scoring):

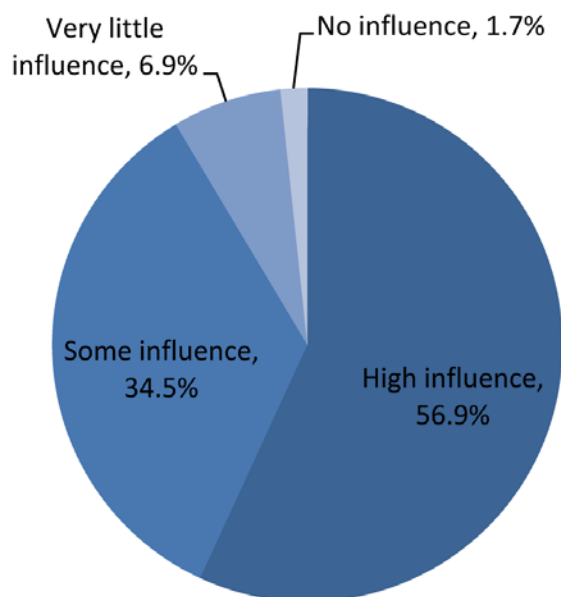
- health, demonstrating the effects of the investments on personal health and safety as well as environmental health
- access and mobility, demonstrating the effects of the investments on both local access and regional mobility

- prosperity, demonstrating the effects of the investments on both personal and community prosperity

The online questionnaire asked respondents how much influence this scoring had on their investment choices.

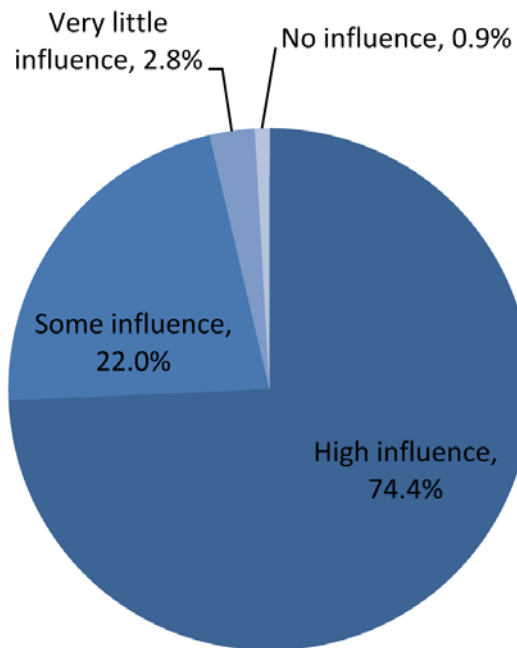
Of 464 respondents, 424 (91 percent) were highly or somewhat influenced by the health results.

Figure 18. Influence of health outcomes on investment choices



Of 464 respondents, 447 (96 percent) were highly or somewhat influenced by the access and mobility results.

Figure 19. Influence of access and mobility outcomes on investment choices



“Quality of life depends on having clean air, healthy bodies [and] green spaces. Money is money, but these other things are what make life good.”

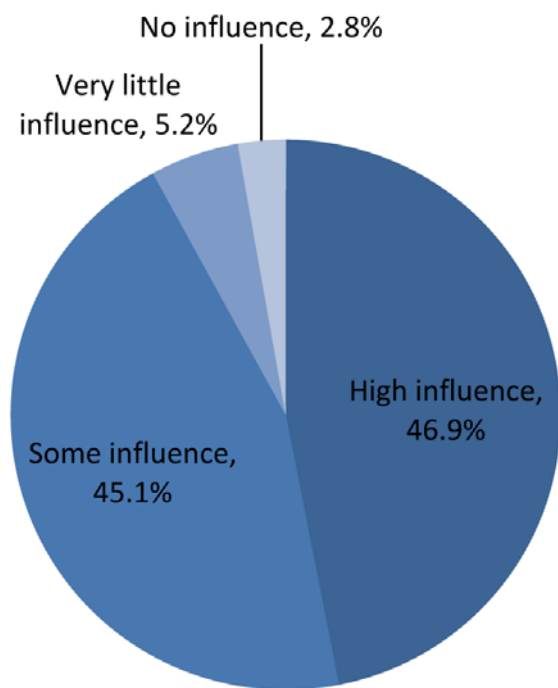
“As much as I’d love to walk everywhere, driving is the most time-efficient and load-appropriate method for our family.”

“There is very little room to add wider and more lanes, and evidence tells us that won’t reduce traffic anyway. We need multimodal options and the means to attract more homes and businesses within the corridor to reduce the need to drive in, out or through it for everyday needs.”

“Transit gives options for elderly, families with young kids and people with disabilities.”

Of 461 respondents, 424 (92 percent) were highly or somewhat influenced by the access and mobility results.

Figure 20. Influence of prosperity outcomes on investment choices



Additional factors that influenced investment choices

The questionnaire asked respondents what factors influenced them in their investment choices. Respondents could choose from a list of factors or add their own. The presented list of factors that might influence a person's investment choices was developed from the community values expressed in earlier public involvement stages for the Southwest Corridor Plan.

Respondents were first asked to choose any or all that influenced them (or add their own) and then asked to choose only the top three factors that most influenced them.

When asked to choose any or all factors that influenced them, the 462 respondents most often selected quality of life (79 percent),

safety (68 percent), access (65 percent) and environment (62 percent).

When asked to choose the top three factors that most influenced them, the 461 respondents most often chose the same factors of quality of life (59 percent), safety (45 percent), access (42 percent) and the environment (39 percent).

Factors that were not listed and were offered by respondents included equity, sustainability, livability, economic growth, maximizing synergies (and bang for the buck), reduced public spending, aging considerations, regional connections, and opposition to light rail.

"I just wish I felt safer driving/walking in my own community. There is a park literally a block away from my house. To get there, I have to run across a busy road with three small children. There's no crosswalk or safety help – so we never go to that park.

In addition to the car accidents, we've almost been hit by cars while walking to school even using the one crosswalk on the way – now we drive to school. Safety and accessibility are our primary concerns."

Figure 21. Factors that influenced investment choices, selection of any and all factors

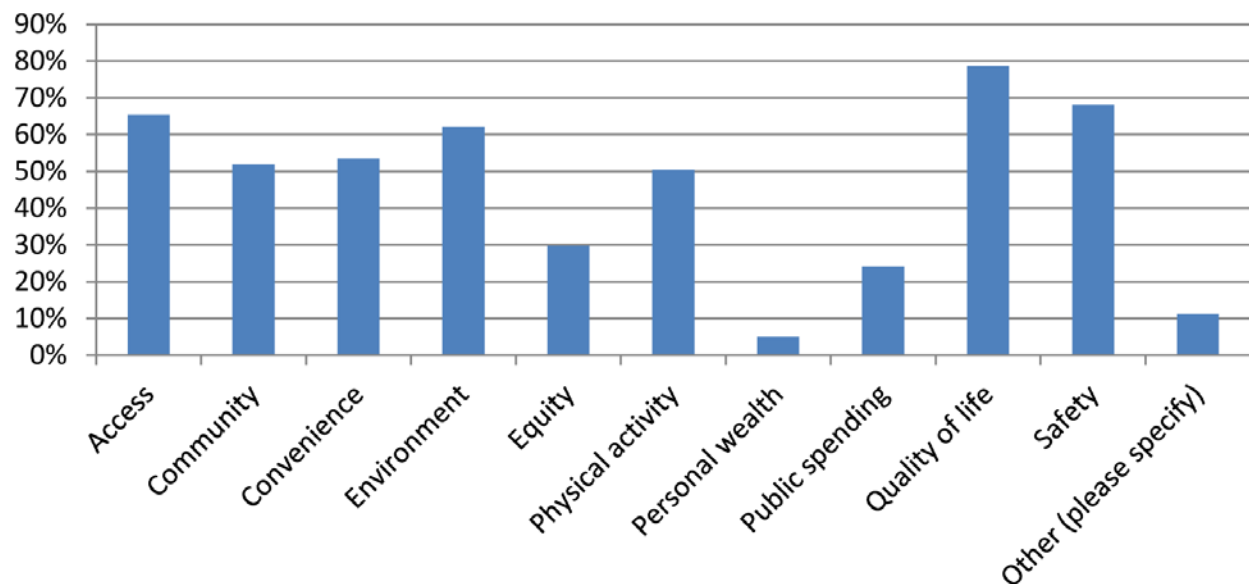
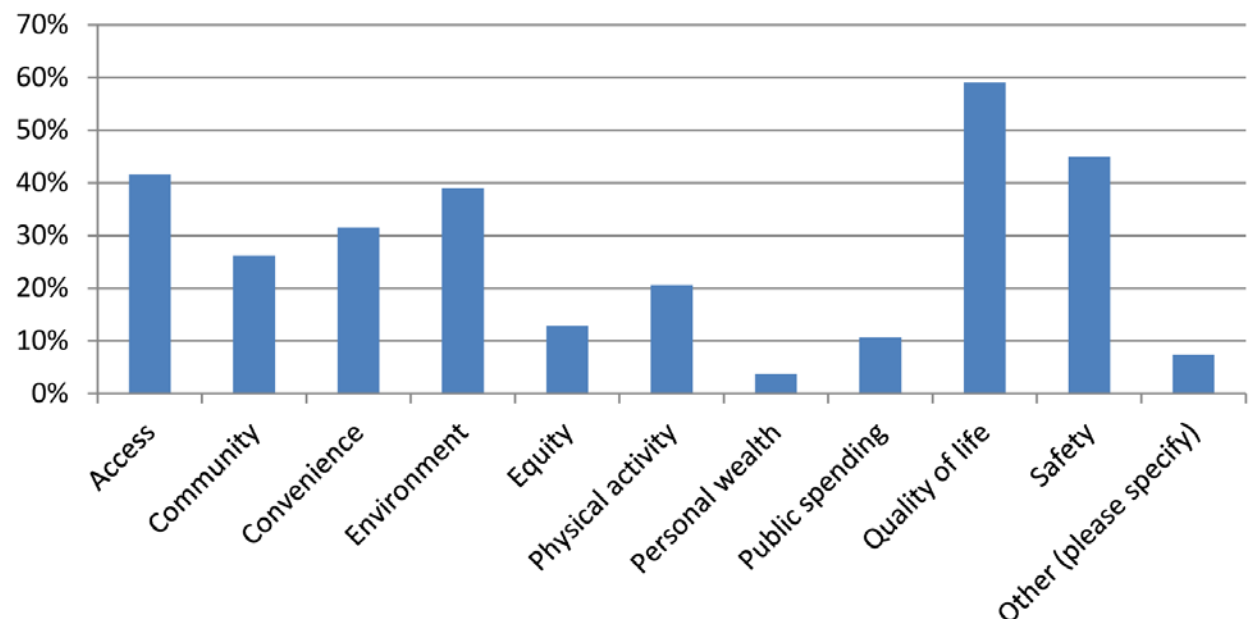


Figure 22. Factors that influenced investment choices, selection of top three factors



Leveraged investments

Depending on the combination of investments made, the Shape Southwest tool revealed "bonuses" of encouraging safety, housing choice, economic development and commercial development. The questionnaire asked respondents to rate the importance of

using public investments to activate private investments in

- housing choices (encouraging new housing development)
- new commercial development (encouraging new shops and restaurants)

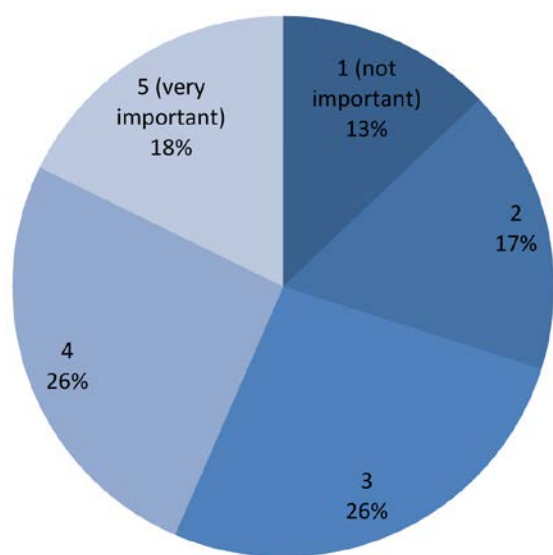
- new economic development and jobs (encouraging job growth)

The 456 respondents rated the importance of each of these from a scale of 1 (not important) to five (very important).



For housing choices, 196 respondents (43 percent) ranked it as either important or very important.

Figure 23. Ranking of importance for encouraging housing choices

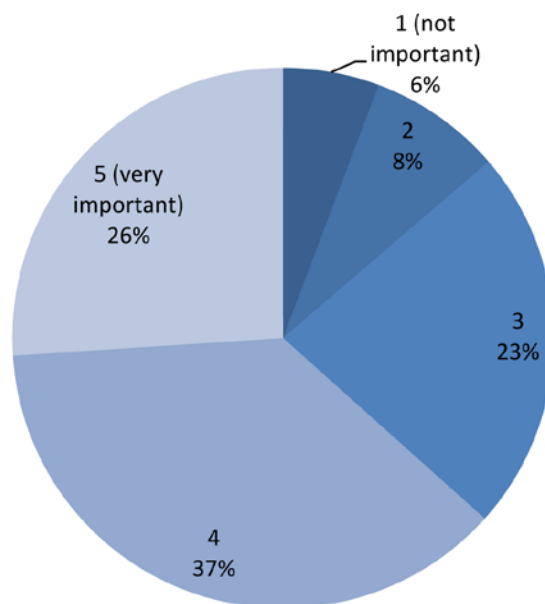


For commercial development, 287 respondents (63 percent) ranked it as either important or very important.

“Encouraging affordable housing options within the city is necessary to stimulate any kind of sustainable, environmentally responsible growth.”

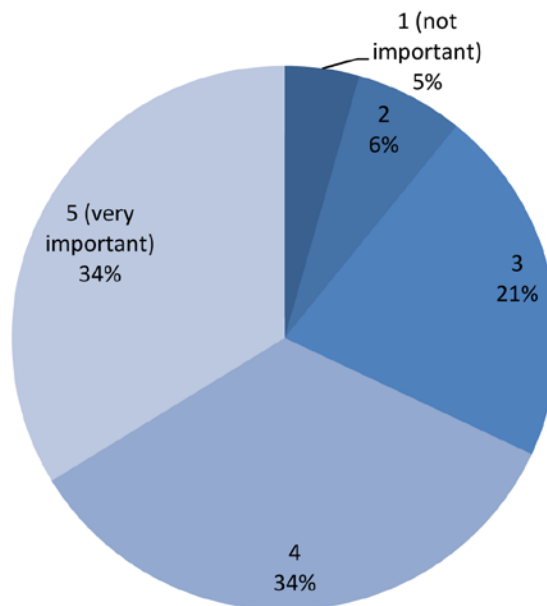
“We need to actually make the investments, not just talk about goals in the abstract.”

Figure 24. Ranking of importance for encouraging commercial development



For economic development, 308 respondents (68 percent) ranked it as either important or very important.

Figure 25. Ranking of importance for encouraging economic development



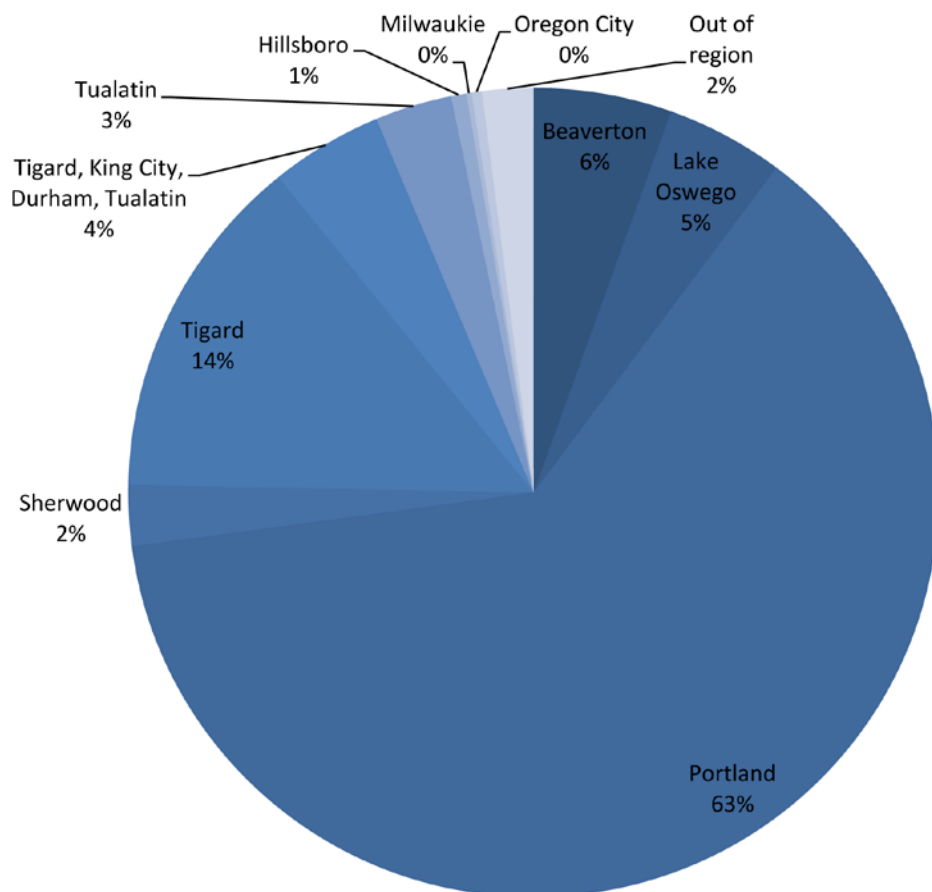
Who participated?

Information below includes the 471 online questionnaire participants and the 20 paper form questionnaire participants. Not every participant answered all questions.

Where they live

Of 490 respondents, 307 (63 percent) live in Portland; 156 (34 percent) live in Sherwood, Tigard, Tualatin, Beaverton, King City, Lake Oswego or Durham; 10 live outside of the region; six live in Hillsboro, Milwaukie or Oregon City.⁵

Figure 26. Cities of residence of respondents

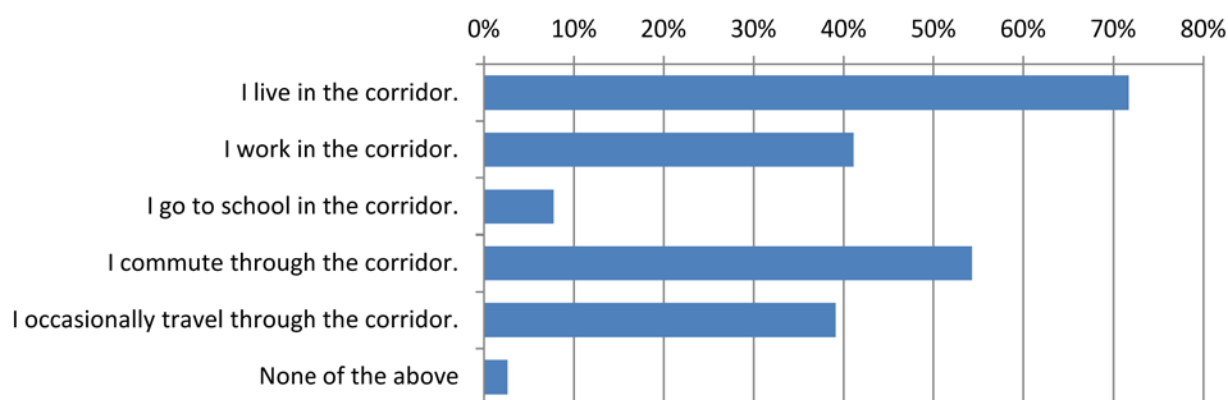


⁵ All online questionnaire respondents were required, and paper questionnaire respondents were asked, to provide their ZIP codes, on which this analysis is based; though respondents may live in unincorporated areas, residency in city boundaries was presumed for illustrative purposes. ZIP code 97224 spans Tigard, Tualatin, King City and Durham.

Relationship to the corridor

Respondents were asked about their relationship to the corridor. They were encouraged to choose all that applied; of 490 respondents, more than 300 selected more than one response. Most respondents live and/or commute through the corridor.

Figure 27. Relationship to the corridor or respondents



Demographic information

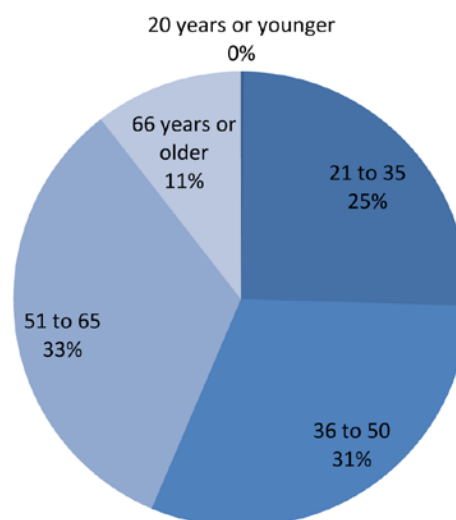
Questionnaire respondents also were asked to provide additional demographic information to help staff respond to Metro's independently elected auditor's recommendations to engage a diverse audience and seek demographic information in order to measure whether a cross-section of the public is being reached. All demographic questions were clearly labeled as optional.

Age Of 477 respondents, 157 (33 percent) were 51 to 65; 147 (31 percent) were 36 to 50; 120 (25 percent) were 21 to 35; 50 (11 percent) were 66 years or older; and only one respondent was 20 years or younger.

In comparison to the previous public involvement stage, this indicates a higher participation rate for those 35 years or

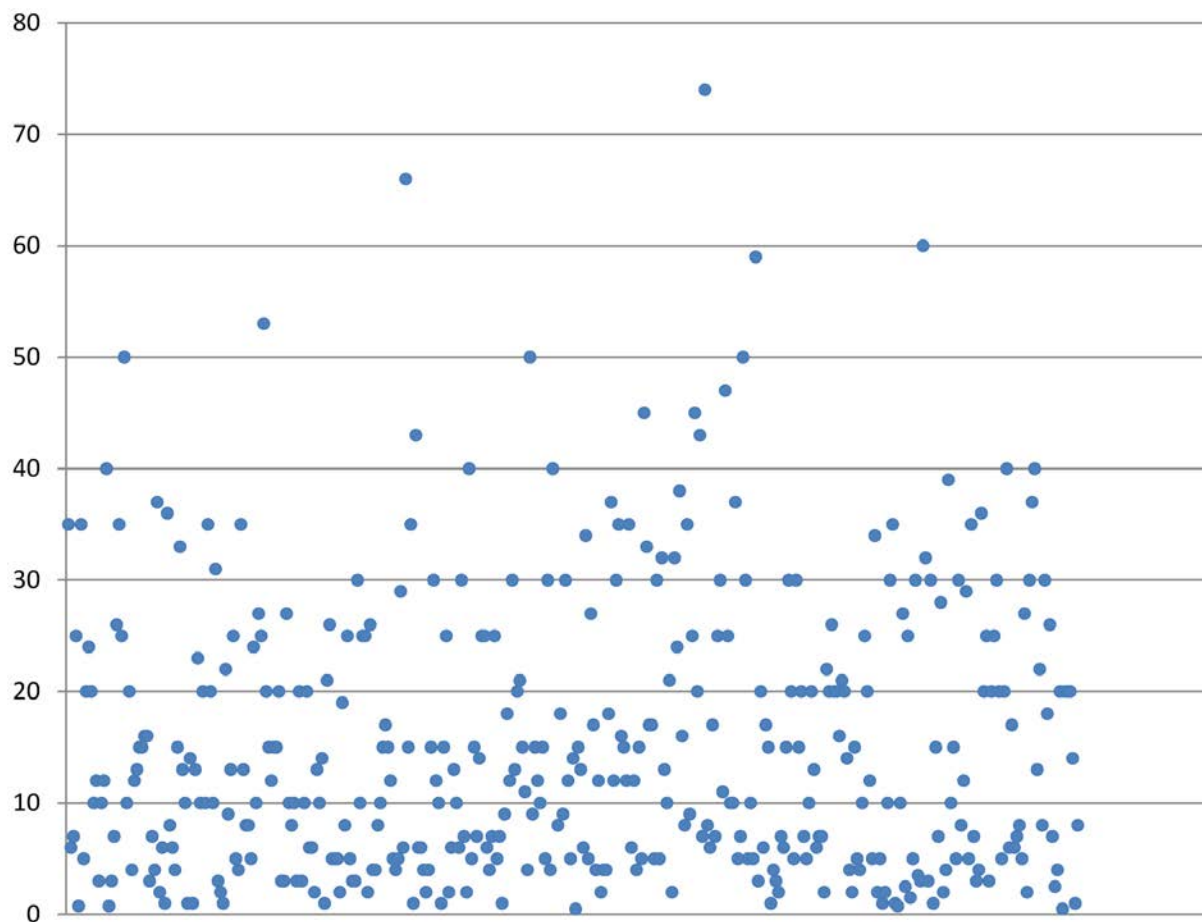
younger (11 percent of respondents 34 years and younger; *see Southwest Corridor Plan Wide range and screening process public comment report, August 2012*).

Figure 28. Age of respondents



Years lived in the community Respondents were asked how long they have lived in their community. The 399 responses demonstrated balanced participation between shorter-term and long- (and very long-) term residents.

Figure 29. Respondents' years lived in their community

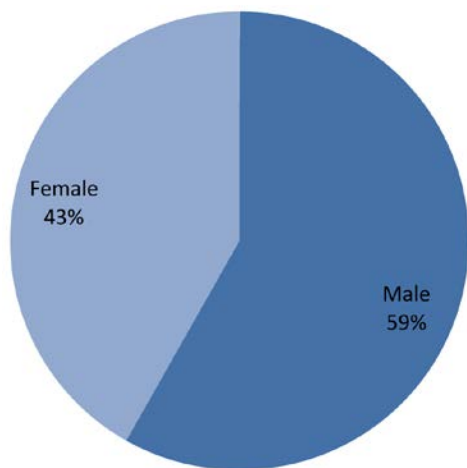


"The corridor doesn't need to be like the rest of Portland. It should retain its current qualities so that it appeals to the people who have already been attracted to live and work there."

"We've been spending huge amounts of money on auto infrastructure for decades... I realize that the increased density being discussed for the corridor will prompt some need for auto-related improvements, but these should be kept to an absolute minimum. It's time to support this transit investment with first class pedestrian and bicycle facilities, convenience and safety."

Gender Of 452 respondents, 263 (59 percent) are male and 189 (4 percent) are female.

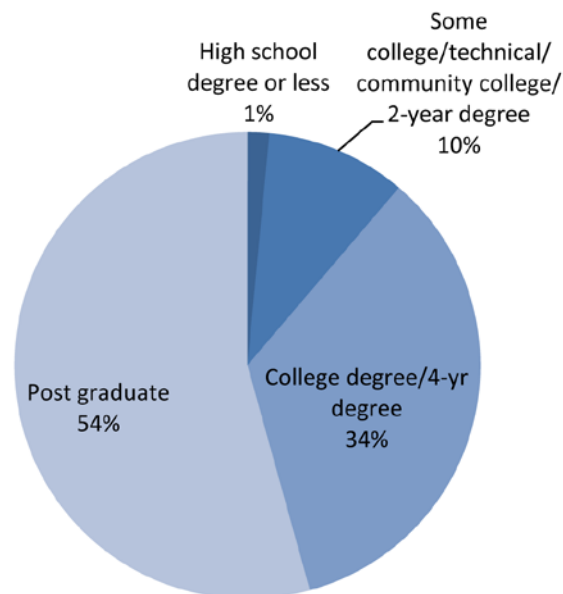
Figure 30. Gender of respondents



Level of education Of 462 respondents, 251 (54 percent) have a post graduate education; 159 (34 percent) have a (four-year) college degree; 45 (10 percent) have some college, technical school or a two-year degree; 7 (1 percent) have a high school degree or less.

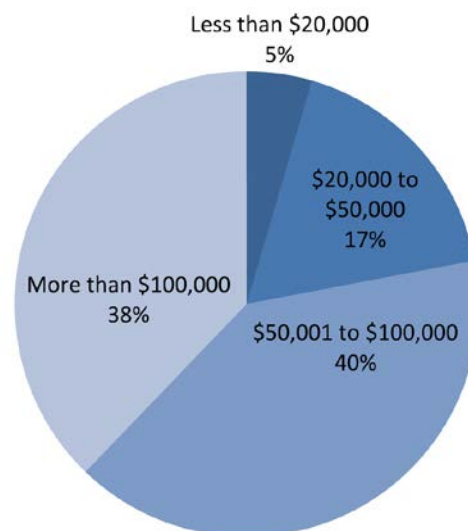
In comparison to the previous public involvement stage, this indicates a higher participation rate for those with a post graduate education (50 percent of respondents) and lower for those that have some college, technical school or a two-year degree (16 percent of respondents; *see Southwest Corridor Plan Wide range and screening process public comment report, August 2012*).

Figure 31. Level of education of respondents



Income Of 418 respondents, 168 (40 percent) have an annual household income between \$50,001 and \$100,000 (40 percent); 158 (38 percent) have more than \$100,000; 73 have \$20,000 to \$50,000; 19 have less than \$20,000.

Figure 32. Annual household income of respondents



Ethnicity 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.

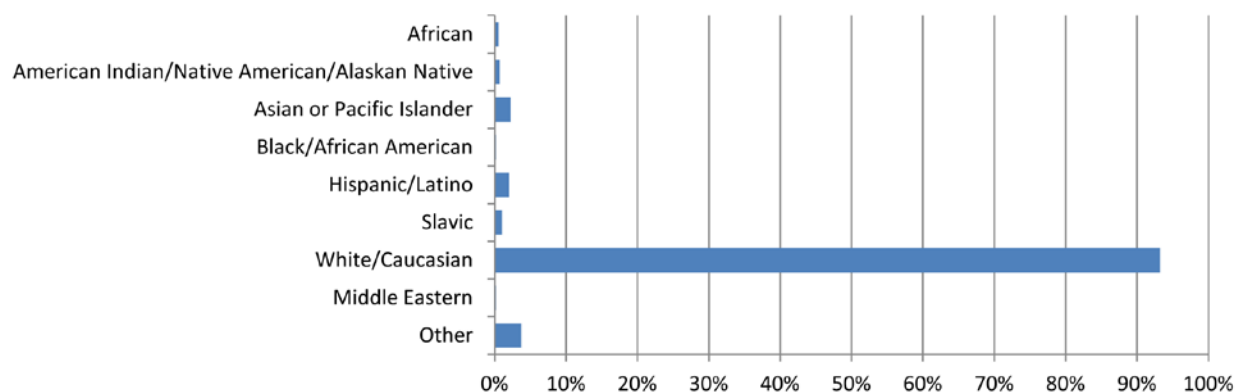
Of 427 respondents, 28 (7 percent) identified themselves as one of these racial/ethnic minorities; 396 (93 percent) identified themselves as White/Caucasian; four (1percent) as Slavic; one as Middle Eastern;

and 16 (4 percent) as being something other than the options given.

Respondents could choose multiple ethnicities, and 14 respondents did so.

These participation rates are consistent with the previous public involvement stage (*see Southwest Corridor Plan Wide range and screening process public comment report, August 2012*).

Figure 33. Ethnicity of respondents

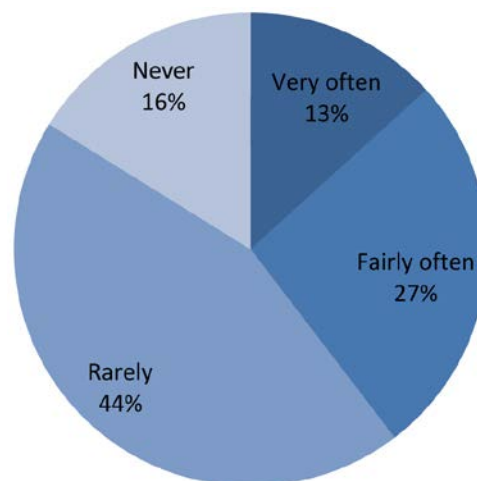


Participation

Respondents were also asked how often they participate in community meeting. The intent of this question was to determine if the online outreach is expanding participation from traditional open house-style events.

Of 452 respondents, 200 (44 percent) rarely participate in community meetings; 73 (16 percent) never participate; 119 (27 percent) participate fairly often; and 60 (13 percent) participate very often.

Figure 34. Community meeting participation frequency of participants



Conclusions

Process

Public engagement at this stage of the plan focused on discussions of the benefits and tradeoffs of different types of investments, beginning with the premise that we cannot afford everything.

During the public comment period of Nov. 14, 2012 through Jan. 1, 2013, 2,098 people visited the project website to learn about the Southwest Corridor Plan, 695 submissions to Shapes Southwest were made, 471 electronic questionnaires were submitted, and 20 paper-version questionnaires were received, including two Spanish-language questionnaires; no Vietnamese-language questionnaires were received.

The Shape Southwest tool and associated questionnaire helped residents better conceptualize the benefits and tradeoffs of potential investments. This was specifically praised by many respondents, though some mentioned that it was oversimplified, and a few others had technical difficulties with the tool.

The decision was made to not pursue complete integration between the exercise and questionnaire portions due to time, budget and technological constraints. Use of future tools of this type should reassess to determine if a more complete integration is more feasible at that time.

The public process and the project as a whole could benefit from follow up on some of the comments offered. A contact information section and option that expresses that the respondent is willing to be contacted for

follow up should be considered in future questionnaires.⁶

Information from the public will help decision-makers make choices about where to focus investments as well as what type and what levels of investments would best benefit corridor communities balanced against the fiscal constraints faced by partner jurisdictions.

Planning

Participants generally encourage less investment focus on driving and more investment in walking, biking, transit, and parks and nature. They recommend the investment level and focus for each type as:

- driving: safety, maintenance, and intersection and connectivity improvements
- walking: adding sidewalks on major roads
- biking: on-street striped lanes and/or some clearly separated route (off-street separated paved path ranked highest through Shape Southwest, while cycle track ranked highest through the questionnaire)
- transit: improved local service, though most comments regarding future transit demonstrate a desire for high capacity

⁶ Respondent-specific information is often not collected due to participation or candor resistance created by the combination of public information disclosure laws, demographic information collection, and personal privacy concerns. Any such option would clearly notify though the contact information would not be published in the public involvement report, it would still be available through public information requests. Other options would have to be explored if there is indication that this creates participation or candor resistance.

transit in the corridor to help meet transportation needs; in contrast, some commenters stated an opposition to light rail and/or other major transit project investment.

Responses to questions about parks and nature investments gave conflicting information regarding priorities. Some information prioritizes street trees, other information prioritizes trails through natural areas. Stream health and water quality also ranks high, and a few comments expressed that the questions should have given more focus to these issues, emphasizing the connection to infrastructure and storm runoff.

Comments ranged from suggestions and requests for specific areas either for protection and/or revitalization to emphasizing a desire for or against a specific investment type:

- "Please keep high-density housing developments such as apartment complexes out of Sherwood and surrounding areas"
- "We really need a small local shopping district at the intersection of Oleson and Garden Home"⁷
- "Put in sidewalks and pave the damn streets"; "We need light rail soon".

There were also a few comments indicating a distrust of the motivations of government or its rule in meeting some of the goals of the plan:

- "People cannot be effective, entrepreneurial, happy and successful, if the hand of government is heavy. There is too much government in Portland as evidenced by this push survey"
- "Limit investments to infrastructure. Government at any level has proven inept at creating jobs or wealth".

Generally, however, most comments indicated recognition for the need, and sometimes eagerness, for investments that would protect and improve the quality of life in the corridor.

⁷ Comments will be distributed to partner jurisdictions based on ZIP code analysis for additional, local consideration of comments and specific suggestions.