

Community Engagement Milestone #1 Summary

October 7, 2021



**vancouver
moves**

1

Community Engagement Overview

Milestone #1 Engagement Timeline



BeHeard Launch: Jun 2020

"Tell Us Your Transportation Stories" and "Share Your Feedback"



Online Open House: Oct 2020 - May 2021

"Tell Us Your Experience Using the Transportation System"

Online survey and interactive comment map



Community Roundtables: May – Sept 2021

Small group discussions with members of BIPOC, disabled, and low-income communities

Milestone #1 Engagement Timeline



In-Person Events – Aug 2021

East Vancouver and Downtown Vancouver Farmers Markets, Movies in the Park, Party in the Park



Transportation Values Survey: Aug – Sept 2021

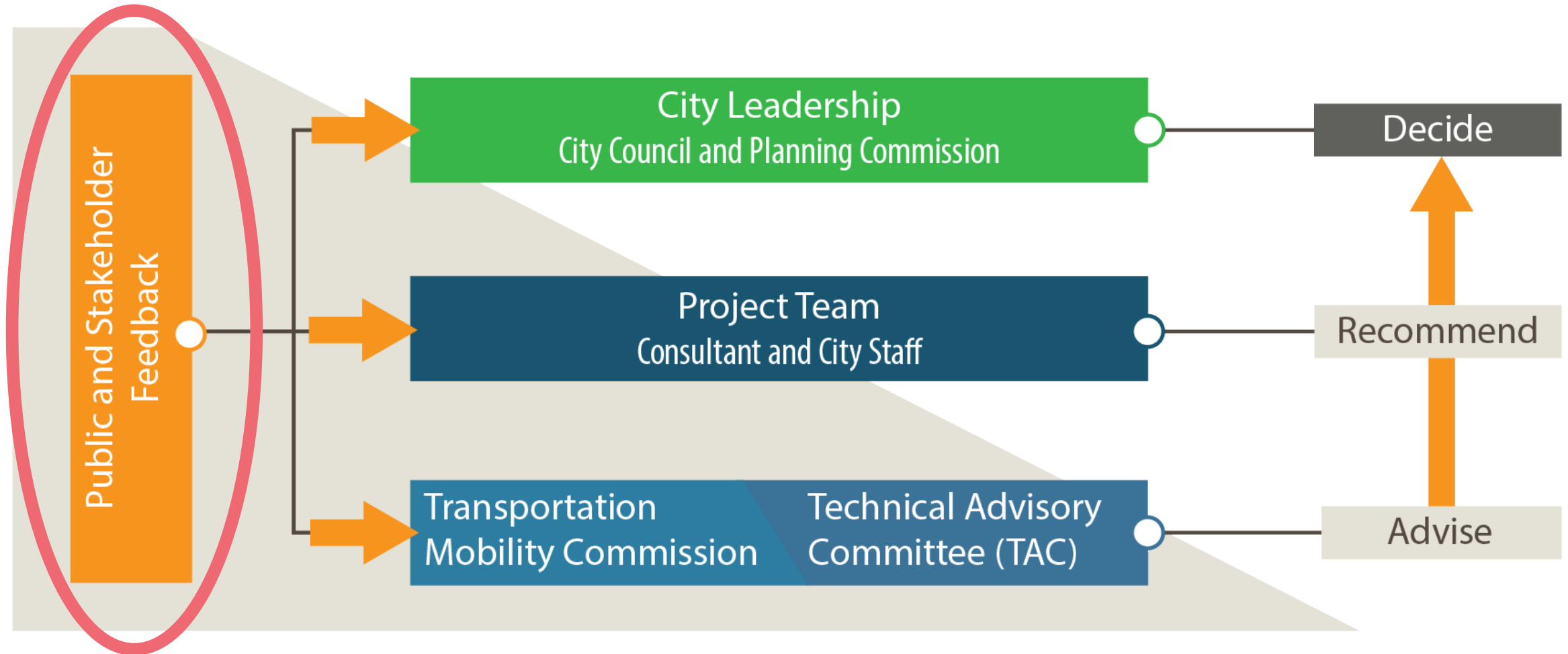
Gather public feedback on transportation values to inform draft TSP goals and objectives



Ads and Notifications – Ongoing

Vancouver Moves Mobility Snapshot, Vancouver TSP Welcome video, Vancouver FAQ Fact Sheet, Vancouver CONNECTS and MESSENGER ads, social media notifications, Vancouver Moves Transportation Stories Videos, direct outreach via phone and email

Public and Stakeholder Framework



2

BeHeard Launch and Online Open House #1

Summary of Activities

BeHeard Launch: Jun 2020

- Public participation website for the entire TSP process
- Project overview, timeline, documents, City contacts, and email sign up
- Portal to online open house, surveys, and open-ended feedback tools:
 - ✓ "Tell Us Your Transportation Stories"
 - ✓ "Share Your Ideas"
 - ✓ Ask a Question
 - ✓ Online Open House Survey – Oct 2020 – May 2021



Online Open House: Oct 2020 - May 2021

- Interactive site and story map: TSP overview and summary of existing conditions
- Included virtual tour of City transportation system
 - ✓ Modal surveys - Feedback on experience traveling in Vancouver
 - ✓ Interactive comment map - Location-based feedback on transportation needs



BeHeard Site – Features



Important Links

[Vancouver Transportation Planning Webpage](#)

Project Documents

[VanTSP_Mobility-Snapshot_2020-8-25.pdf \(653 KB\) \(pdf\)](#)

[What is a Transportation System Plan? \(305 KB\) \(pdf\)](#)

Who's Listening

Jennifer Campos

Principal Planner
City of Vancouver



Francisco Ibarra

Associate Planner
City of Vancouver



STAY INFORMED

Sign up to receive email updates about this project.

Email *

Submit

Project Timeline



Spring / Summer 2020
Project Launch



Fall 2020
Transportation system analysis



November 2020
Public Outreach Milestone #1 -
Online Open House, and Survey



Spring/Summer 2021
Ongoing public engagement and
Transportation Values Survey

What is Vancouver Moves?

Vancouver Moves is a plan to guide the City's future transportation system. *Vancouver Moves* also serves as the update to the City's [Transportation System Plan](#), last updated in 2004. The plan will explore transportation needs and priorities in partnership with Vancouver residents, employees and visitors.

The Transportation System Plan will examine existing travel conditions for all users of the city's transportation system, including those who drive, walk, bicycle, ride transit or deliver freight. The City will also talk to residents about their transportation priorities, with additional focus on communities that have been historically under-served by [Continue reading](#)

[SURVEYS](#)

[TELL US YOUR ...](#)

[SHARE YOUR I...](#)

[ASK A QUESTI...](#)

[ONLINE OPEN ...](#)

BeHeard Site – Participation Summary

June 28, 2020 – Oct 11, 2021

VANCOUVER MOVES BEHEARD SITE



TOTAL VISITS

3.9K

MAX VISITORS PER DAY

219

EMAIL SIGNUPS

37

ENGAGED VISITORS

274

INFORMED VISITORS

774

AWARE VISITORS

2.9K



MODAL SURVEYS

60



“TELL US YOUR STORY”

22

“SHARE YOUR IDEAS”

13



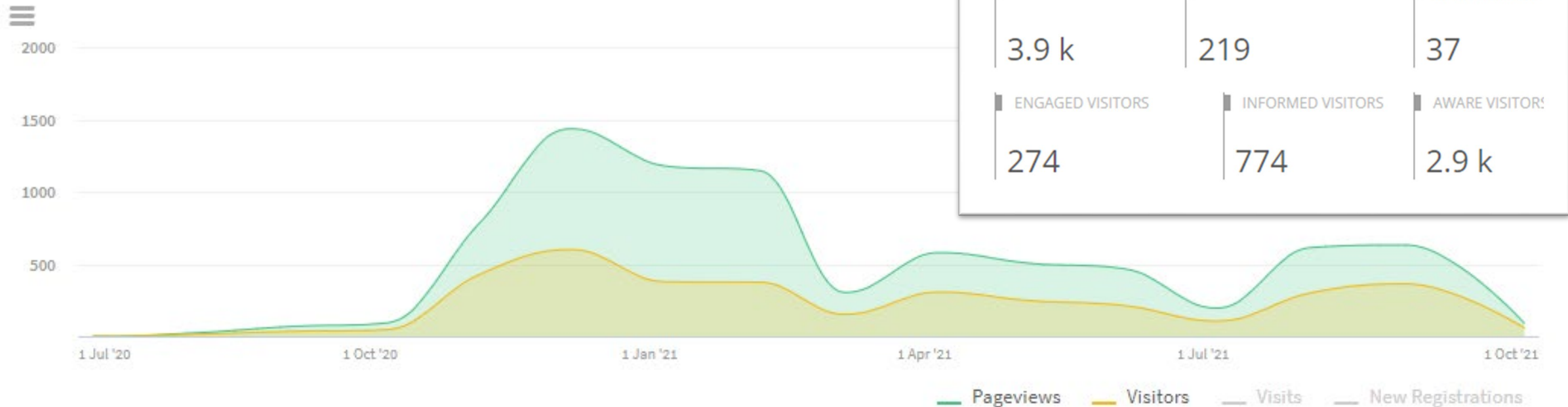
TRANSPORTATION VALUES SURVEY

193

BeHeard Site – Site Analytics Summary

Visitors Summary

Be Heard Vancouver from 28 Jun'20 to 11 Oct'21

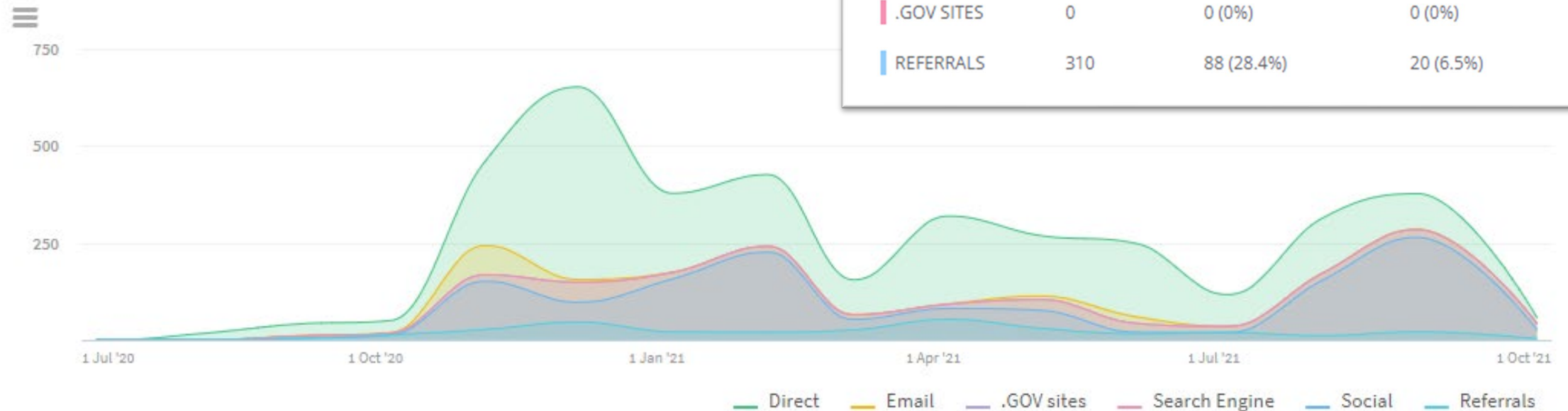


- **Aware:** A visitor is “aware”, if they have made one single visit to the Be Heard site.
- **Informed:** A visitor is “informed” if they have taken the next step and sought to find out more information by clicking on something. This is generally information included in widgets including documents, key dates, etc.
- **Engaged:** A visitor is “engaged” if they contribute or provide feedback to an active tool on the Be Heard site, such as the “Tell Us Your Story”, “Share Your Ideas”, or “Take Our Survey” functions.
- **New Registrations:** A visitor who signs up for a new account on Be Heard

BeHeard Site – Visitor Sources Summary

Visits by Channel

Be Heard Vancouver from 28 Jun'20 to 11 Oct'21



TRAFFIC CHANNEL	AWARE VISITS	INFORMED VISITS(%)	ENGAGED VISITS(%)
DIRECT	2192	526 (24%)	132 (6%)
SOCIAL	1031	255 (24.7%)	140 (13.6%)
EMAIL	114	34 (29.8%)	6 (5.3%)
SEARCH ENGINE	256	73 (28.5%)	9 (3.5%)
.GOV SITES	0	0 (0%)	0 (0%)
REFERRALS	310	88 (28.4%)	20 (6.5%)

Online Open House – Participation Summary

Oct 1, 2021 – May 31, 2021



ONLINE OPEN HOUSE

TOTAL MODAL SURVEYS

457

MAP COMMENTS

100+

DEMOGRAPHIC SURVEYS

67

EMAIL SIGN UPS

50



STREET SURVEYS

136



TRANSIT SURVEYS

106



PEDESTRIAN SURVEYS

109



BICYCLE SURVEYS

106

Online Open House – Site Analytics Summary

Usage details for the period:

October 11, 2020 - October 11, 2021

Past 12 Months

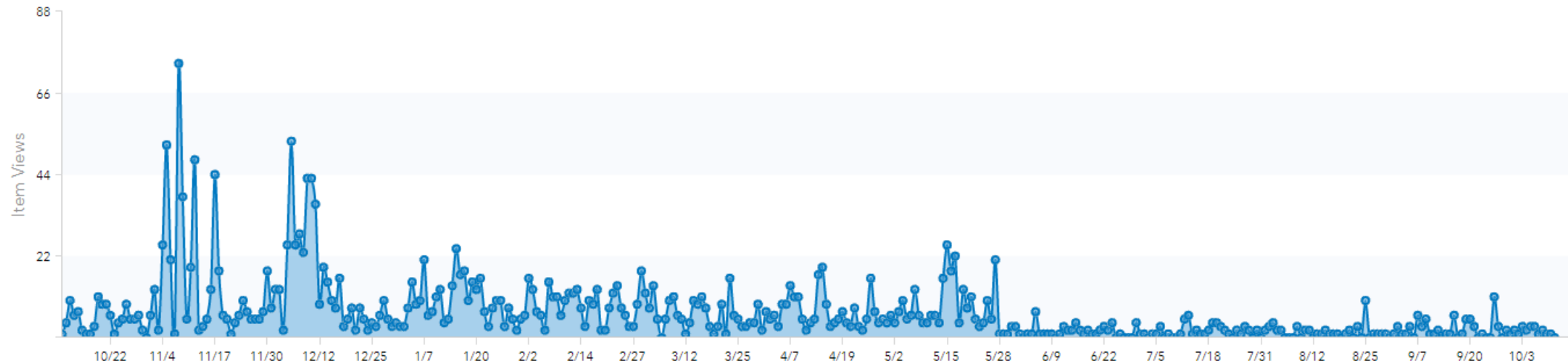
Item Views this Period

2,495

Avg Item Views Per Day

6.84

Usage Time Series



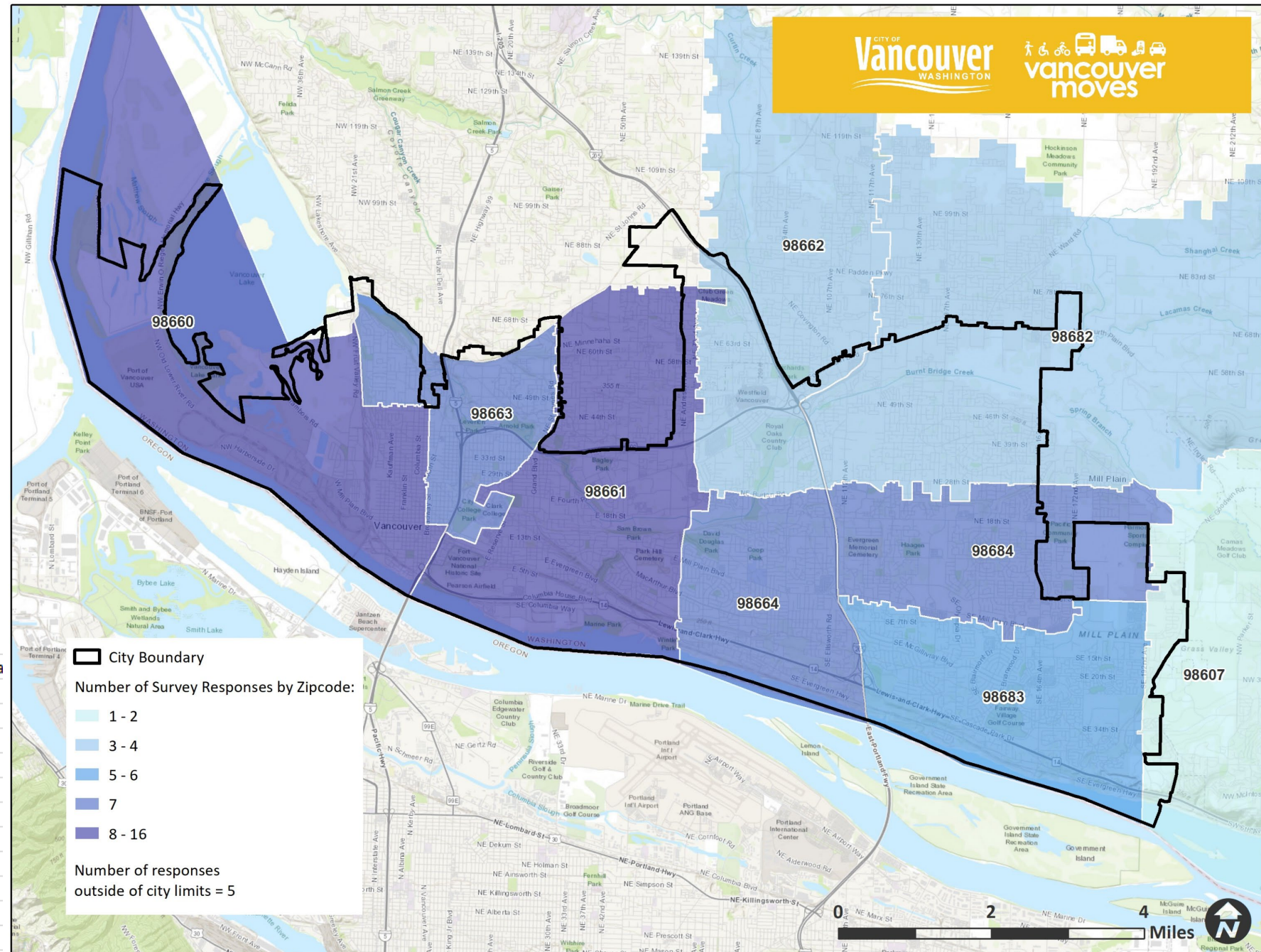
Online Open House - Responses by Zipcode

Oct 1 2020 – May 31, 2021

The map represents only those respondents who included their zipcode in the demographic survey.

Zipcodes are self-reported.

	Row Label	Grand Total
Five Corners/Orchards Area	98662	26%
Fruit Valley	98660	20%
North Image/Mill Plain/ South Orchards	98682	16%
Hazel Dell	98665	12%
Fircrest/Evergreen	98684	8%
Fisher's Landing	98683	7%
Rose Village	98663	4%
Towards Camas	98607	4%
Ogden/Vancouver Heights	98664	3%
Harney Heights/Meadow Homes	98661	1%
	Grand Total	100%



This map illustrates the spatial distribution of land use and transportation infrastructure in Vancouver, Oregon. The map is overlaid with a grid of streets and major highways. Land use is categorized by color-coded icons: green for parks and recreation, blue for transportation, orange for commercial/industrial, and red for residential. The map also shows the city limits of Vancouver and Mill Plain, and the international border with Washington state. Key features include the Columbia River, major highways (I-5, I-205, SR-14), and numerous parks and recreational areas. The map is a detailed representation of the urban landscape, showing the relationship between land use and transportation infrastructure.

Online Open House – Open-Ended Responses

Oct 1 2020 – May 31, 2021



Community Milestone #1 – Engagement Summary

TOTAL PARTICIPATION
BEHEARD + ONLINE OPEN HOUSE
JUN 1, 2020 - OCT 1, 2021

TOTAL VISITS

6.4K

MODAL SURVEYS

517

MAP COMMENTS

163

EMAIL SIGNUPS

87

TRANSPORTATION VALUES SURVEYS

193

3

Community Transportation Values Outreach

Summary of Activities



Community Roundtables: May – Sept 2021

- Public feedback to support development of TSP draft goals and equity analysis
- Interactive Google Jamboard Activity – “Transportation Values Wheel”
- Six (6) small group discussions focused on engaging equity communities, including BIPOC, disabled, and low-income communities



In-Person Events – Aug – Sept 2021

- Transportation Values Wheel Exercise



Transportation Values Survey: Aug – Oct 2021

- Online launch of Transportation Values Survey to support development of TSP goals and future solutions
- Multiple choice and open-ended format
- Translated into Spanish, Vietnamese, and Russian

Transportation Values

Transportation Values Wheel

- Earth-Friendly
- Equitable Access & Investment
- Healthy Options
- Comfortable & User-Friendly
- Well-Maintained
- Safe
- Easy to Use
- Many ways to get around
- Regional Connectivity
- Reliable Travel Times
- Affordable
- Supports the Economy



Transportation Values – Suggested Definitions

Earth-Friendly

Our transportation system helps to reduce impacts on the climate and our natural environment.

Equitable Access and Investment

The transportation system is accessible and welcoming to people of color, people of all ages, people with disabilities, and other marginalized groups. Investments are made in a way that counteracts historic and current disparities.

Healthy Options

People have transportation options that promote health and well-being, such as walking, bicycling, and using a mobility device.

Comfortable and User-Friendly

People feel comfortable getting around Vancouver whether they walk, bike, take transit, or drive.

Well-Maintained

We take good care of our transportation infrastructure, including streets, sidewalks, and trails.

Safe

Our transportation system keeps people safe through physical infrastructure and a culture of safe behavior.

Easy to Use

Vancouver's walking, bicycling, and street networks are easy to access and navigate.

Many Ways to Get Around

People have multiple convenient options to get where they need to go.

Regional Connectivity

Vancouver's transportation system connects seamlessly with nearby communities.

Reliable Travel Times

The amount of time it takes to get places is consistent from day to day.

Affordable

People have transportation options that fit their budget.

Supports the Economy

Our transportation system supports the economy by getting people to work and allowing goods and freight to move efficiently.

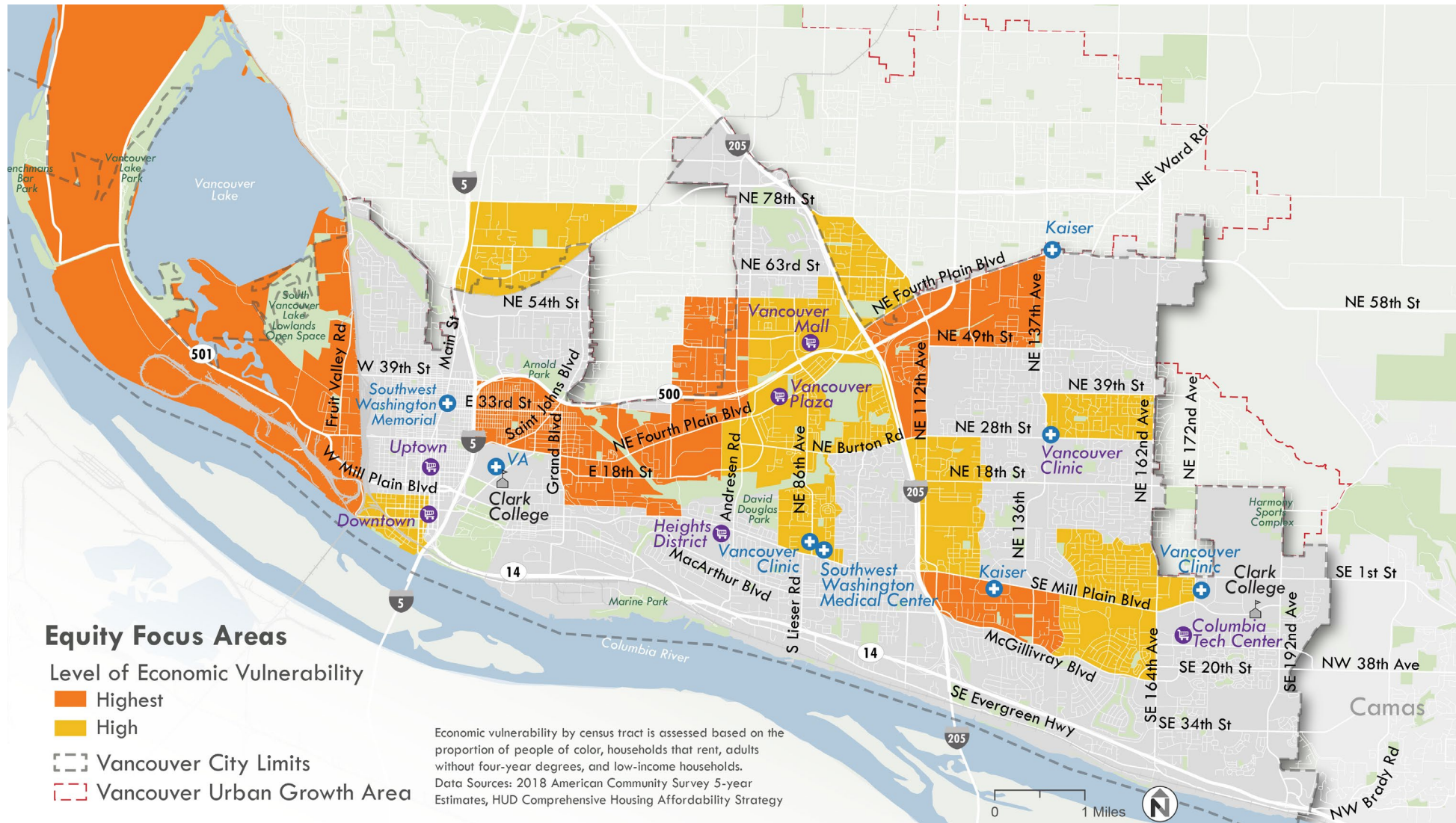
Community Roundtables – Summary of Events

Event	Date	Communities Represented
Community Roundtable #1	May 19, 2021 (AM)	<ul style="list-style-type: none">• NAACP and people of color• Poverty to Power and people with lower incomes• Transit riders• People living with disabilities
Community Roundtable #2	May 19, 2021 (PM)	<ul style="list-style-type: none">• People with low-vision or who are blind• College students• People of color and immigrants• Transit riders• People with lower incomes
Community Roundtable #3	Jun 15, 2021	<ul style="list-style-type: none">• People with low-vision or who are blind• Meals on Wheels and homebound adults• Transit riders• People with needs across the river

Community Roundtables – Summary of Events

Event	Date	Communities Represented
Community Roundtable #4	Aug 3, 2021	<ul style="list-style-type: none">• Council for the Homeless• People with limited housing options• People with lower incomes• TNC users (Lyft / Uber)• People of color
Community Roundtable #5	Aug 20, 2021	<ul style="list-style-type: none">• People living with disabilities• Transit riders – CVAN and paratransit• People with lower incomes and limited housing options• People who must walk or use a mobility device to meet their daily needs
Community Roundtable #6	Sept 21, 2021	<ul style="list-style-type: none">• Bike Clark County• Vancouver Bicycle Club

Community Roundtables – Equity Discussion



Community Roundtables – Jamboard Activity

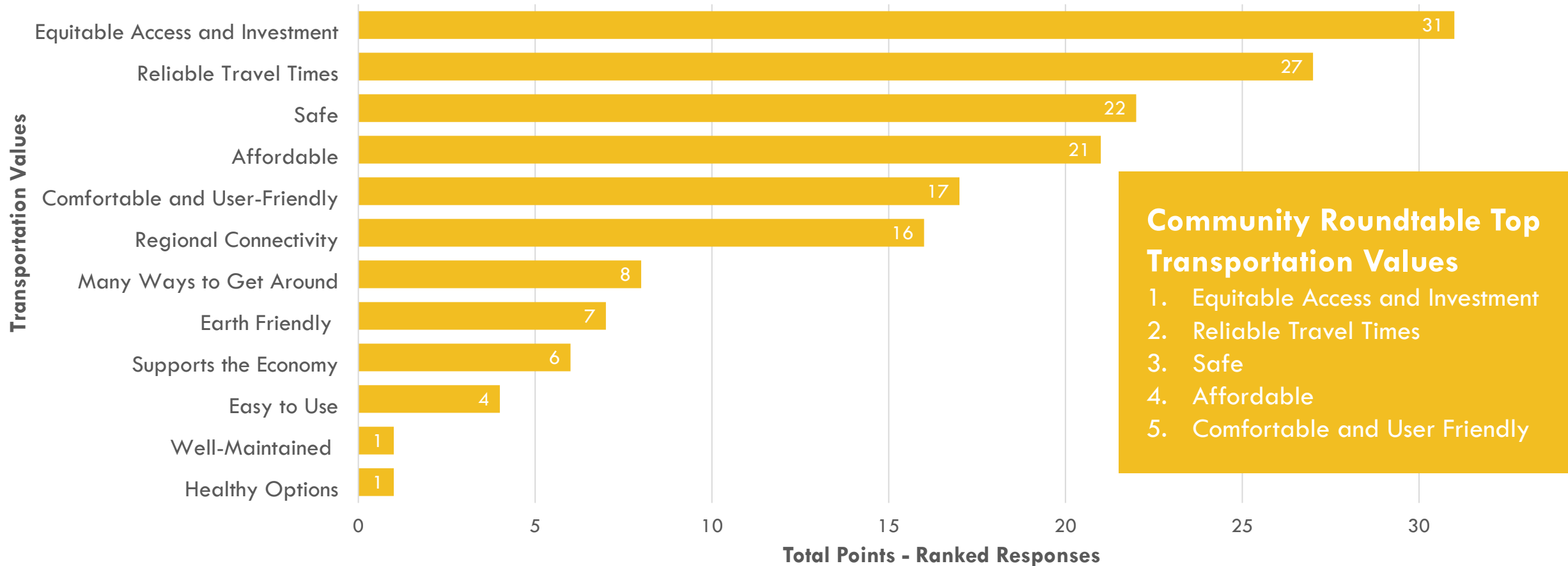
- ✓ Select any color stickies you like
- ✓ Select your top three transportation values
- ✓ Click/tap, drag, and drop stickies on the wheel
- ✓ Watch the wheel get filled out in real-time
- ✓ Discuss results afterwards





Community Roundtables – Response Summary

Community Roundtables - Transportation Value Responses



Transportation Values Survey

- Aug – Oct 2021 on BeHeard.org/VancouverMoves

Share your feedback on values



- Please select **your top three (3) transportation values** from the wheel shown above.

- | | |
|--|--|
| <input type="checkbox"/> Earth-friendly | <input type="checkbox"/> Equitable access and investment |
| <input type="checkbox"/> Healthy options | <input type="checkbox"/> Comfortable and user-friendly |
| <input type="checkbox"/> Well-maintained | <input type="checkbox"/> Safe |
| <input type="checkbox"/> Easy to use | <input type="checkbox"/> Many ways to get around |
| <input type="checkbox"/> Regional connectivity | <input type="checkbox"/> Reliable travel times |
| <input type="checkbox"/> Affordable | <input type="checkbox"/> Supports the economy |

Please note: Your top three values does not imply that the other values on the wheel are not important or will not be considered in the Transportation System Plan. The plan will address all of the values shown.

- Please explain your answers in the space below.

Please add your comment here...

Submit

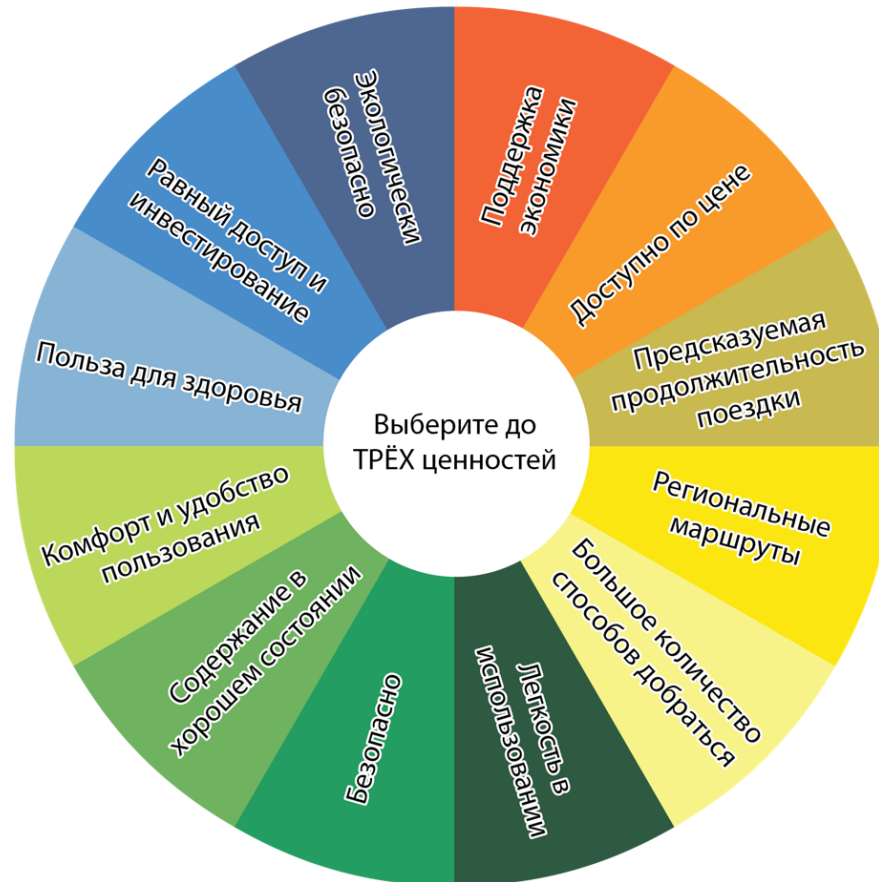
Transportation Values Survey - Translations

English

Español

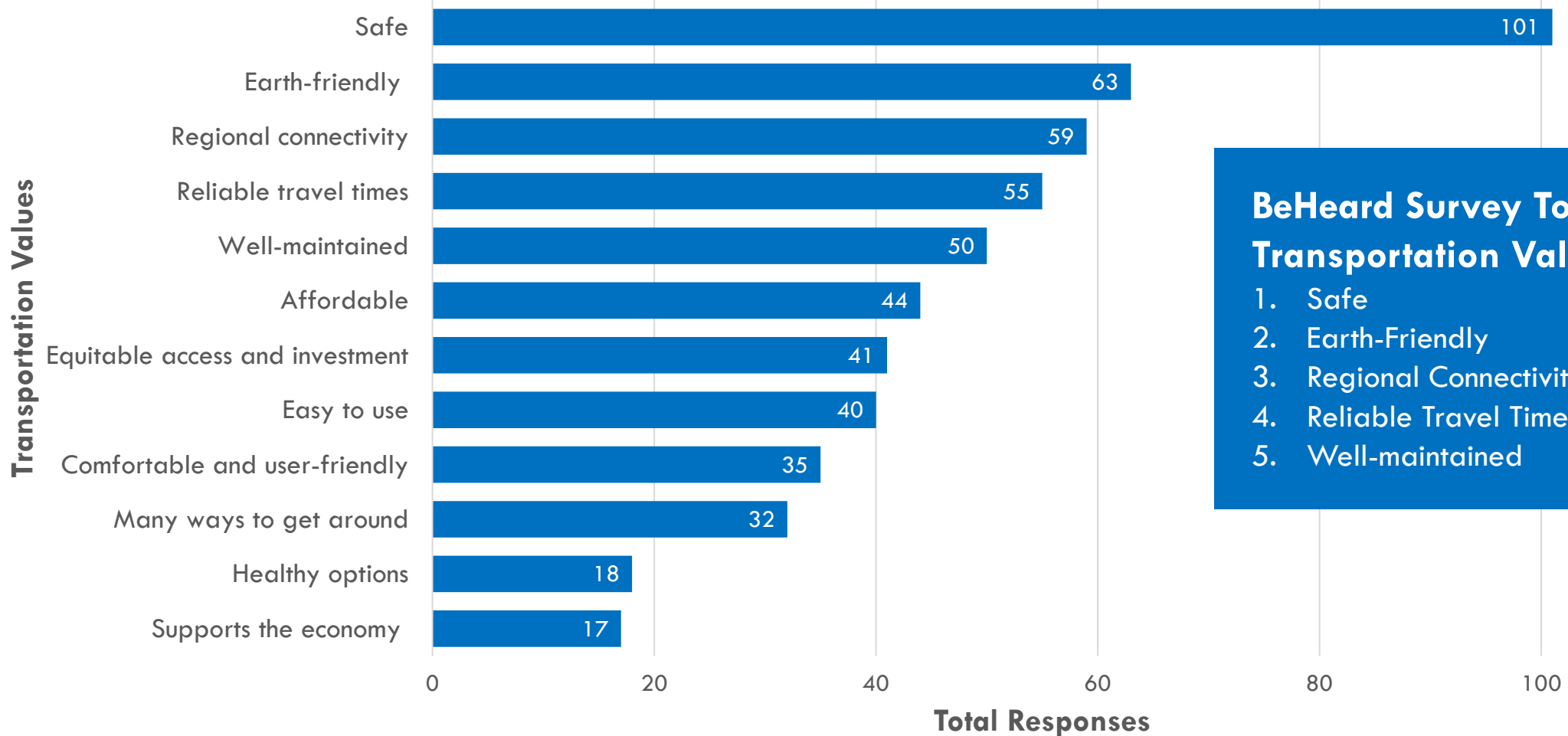
Tiếng Việt

русский



Transportation Values Survey – Response Summary

Transportation Values Survey - Total Responses



BeHeard Survey Top Transportation Values

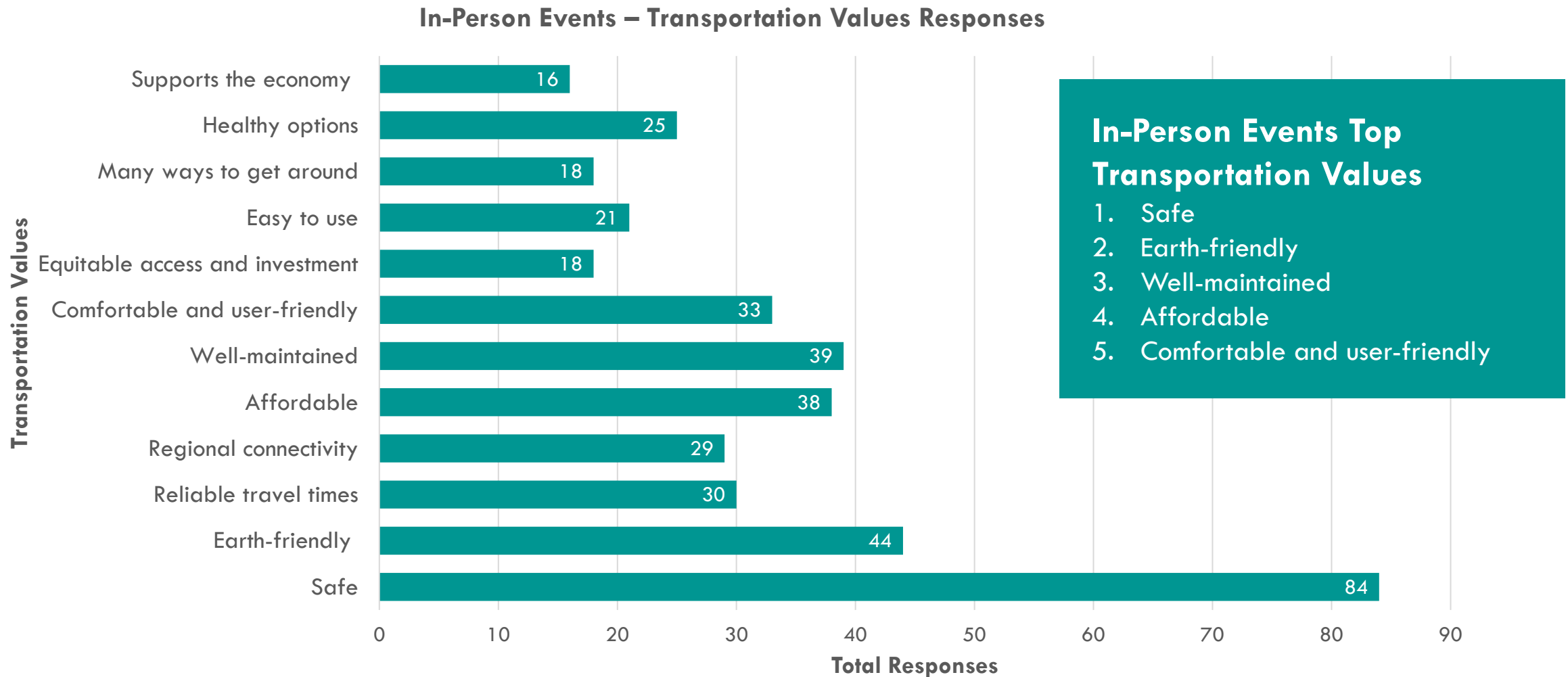
1. Safe
2. Earth-Friendly
3. Regional Connectivity
4. Reliable Travel Times
5. Well-maintained

In-Person Outreach Events

Event	Date
East Vancouver Farmers Market	Aug 5, 2021
Movies in the Park	Aug 6, 2021
Downtown Farmers Market	Aug 14, 2021
Party in the Park	Aug 19, 2021
Party in the Park	Aug 26, 2021
Downtown Farmers Market	Sept 25, 2021



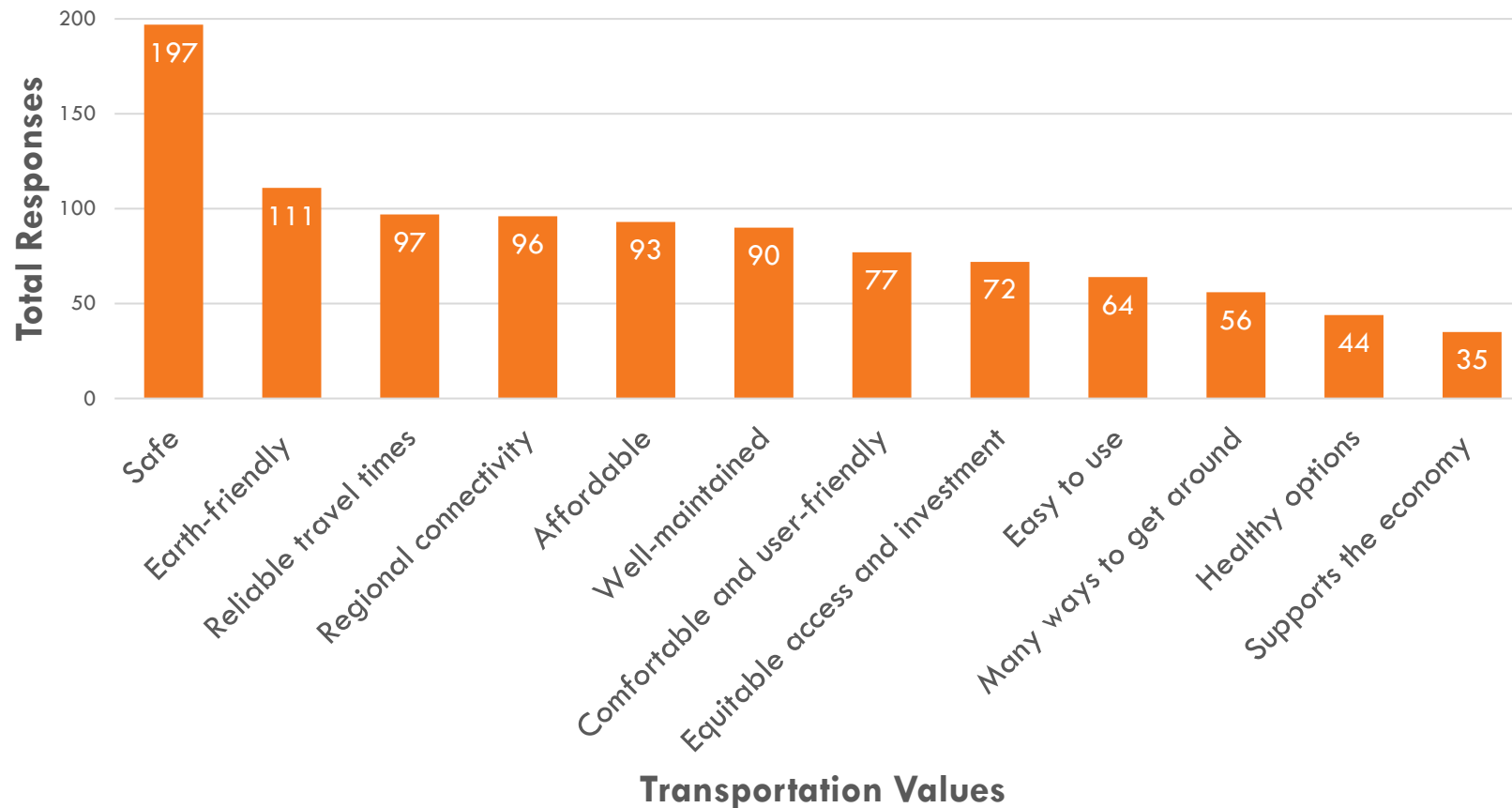
In-Person Outreach Events – Response Summary



Transportation Values – Total Combined Feedback*

Transportation Values - Response Totals

May 28 - Sept 30, 2021



Top Transportation Values

1. Safe
2. Earth Friendly
3. Reliable Travel Times
4. Regional Connectivity
5. Affordable

* Accounts for feedback from Community Roundtables, In-Person Outreach, and Transportation Values Survey

Ads and Notifications

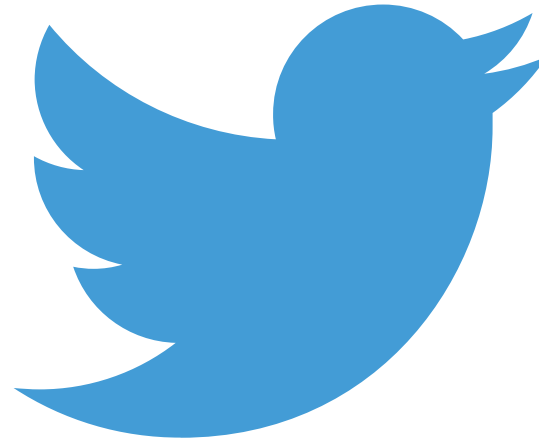
Ads and Notifications



Summary

- Vancouver Moves Mobility Snapshot
- Social Media Posts and Notifications: Facebook, Twitter, and NextDoor
- Vancouver TSP Welcome video
- Vancouver FAQ Fact Sheet
- Vancouver CONNECTS article
 - Monthly Citywide e-newsletter on local events and happenings in Vancouver
- Vancouver MESSENGER article
 - City e-newsletter and web page focused on information for older adults and 50+ community members
- Vancouver Moves Transportation Stories Videos
- Direct outreach via phone and email

Social Media



Social Media – Facebook Posts

Vancouver, Washington City Government
23h · 🌐

As the streets improve and design new ones, what does it consider important?

Vancouver Moves, a great transport planning initiative, will help determine the City's design standards. Here's your chance to step in.

Regardless of what your means of transportation in the city, visit the Vancouver Moves online open doors event to learn more about the current transportation situation and share your opinion in a short survey ➡ www.BeHeardVancouver.org/VancouverMoves

🔗 · See original · Rate this translation



vancouver moves


👍 2 1 Share

Vancouver, Washington City Government
January 15 · 🌐

Traffic too congested?

Vancouver Moves, a major City transportation planning effort, will look at acceptable traffic levels on major City streets. You can help shape the future of transportation.

Whether you walk, roll, bike, drive or take transit to get around, visit the Vancouver Moves Online Open House to learn more and take a brief survey ➡ www.BeHeardVancouver.org/VancouverMoves



vancouver moves

👍 You and 6 others 4 Shares

👍 Like 💬 Comment ➡ Share 🌐

Vancouver, Washington City Government
November 25, 2020 · 🌐

We're making moves on a new Citywide transportation system plan.

Please join us in our online open house to provide feedback about the current transportation system and share your ideas for how to improve it ➡ www.BeHeardVancouver.org/VancouverMoves



17 10 Comments 4 Shares

👍 Like 💬 Comment ➡ Share 🌐

Social Media – Translations

Vancouver, Washington City Government
November 12, 2020 · 🌐

Help us create a transportation system that is safe and reliable for everyone! 🚶🚲🚌🚚🚗

Vancouver Moves is a Citywide transportation system planning process to help us tackle current and future transportation needs for every resident, business and visitor to Vancouver.

Join us in our Online Open House to learn more and participate 📄
www.behardvancouver.org/vancouvermoves



8 2 Comments 3 Shares

Like Comment Share

Vancouver, Washington City Government
November 15, 2020 · 🌐

La Ciudad de Vancouver lanzará un nuevo plan llamado Vancouver Moves (Vancouver se mueve) para satisfacer las necesidades de transporte actuales y futuras en la Ciudad.

¡Participe con nosotros! El 12 de noviembre de 2020, la Ciudad lanzará un evento de puertas abiertas en línea para ofrecer una descripción general del proyecto e información acerca del sistema de transporte actual en Vancouver. El evento de puertas abiertas en línea también es una oportunidad para que nuestr... [See More](#)

See Translation




5

Vancouver, Washington City Government
November 15, 2020 · 🌐

Город Ванкувер приступил к реализации нового плана Ванкувер в движении, разработанного с целью удовлетворения текущих и перспективных транспортных потребностей города.

Ждем вашего участия! 12 ноября 2020 года в нашем городе была запущена Программа открытых дверей онлайн. В рамках этой программы предоставляется необходимая информация о проекте и рассматриваются актуальные вопросы, касающиеся транспортной системы Ванкувера. Программа открытых дверей онлайн также дает возможно... [See More](#)

See Translation

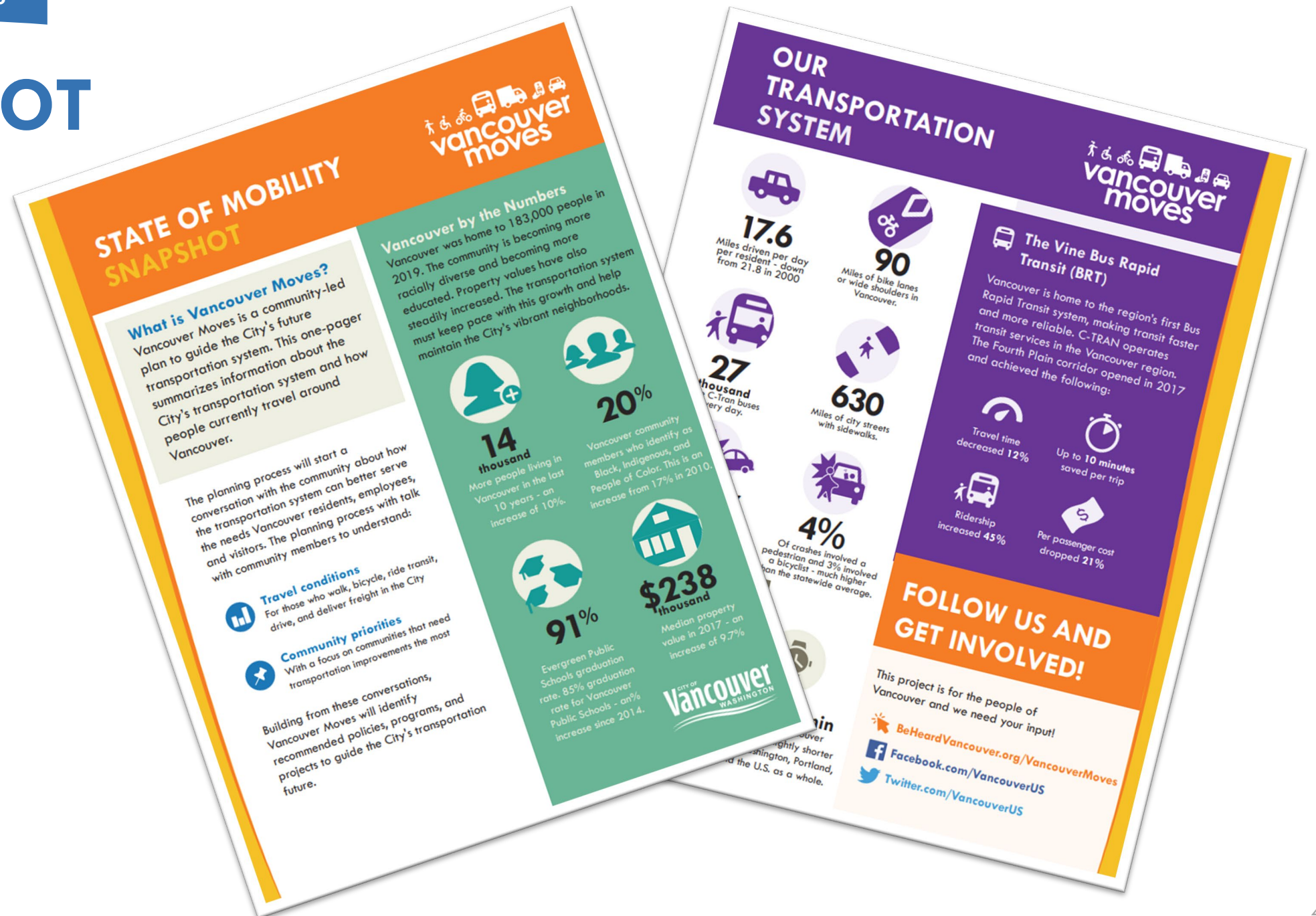


7

Video – CITY FOCUS Introduction by Staff



SNAPSHOT



FACT SHEET

City Fact Sheet

Vancouver Moves FAQ

Vancouver Moves is an update of the City's Transportation System Plan (TSP) which will define the future of the City's transportation system. It will guide how the city develops its streets, coordinates transportation infrastructure improvements with land uses, and responds to future growth and demands on the transportation network over the next 20 years.

What exactly is a Transportation System Plan?
The Transportation System Plan (TSP) is part of the City's Comprehensive Plan. The TSP is dedicated to planning for our community's transportation needs over the next 20 years.

Why are we updating the TSP?
The City's first TSP was adopted in 2004, so it has been almost 20 years since the current TSP was developed. A lot has changed since 2004—economic recessions, a pandemic, transportation best practices, and transportation technology have changed the City in many different ways. The City's population, development, and employment continues to grow and increase demands on the transportation system.

What does the TSP do?
The TSP outlines policies and strategies to meet existing and future travel needs for all users and will:

- Outline policies and projects that protect and enhance Vancouver's quality of life
- Analyze current and projected transportation conditions
- Create a plan for what the transportation system might look like in 2040
- Reflect community values and protect what makes Vancouver a desirable place to live
- Support the community's vision for land use
- Balance the needs of all users of the transportation system: people of all ages and abilities who drive, walk, bike, use mobility devices (such as wheelchairs), take transit, and deliver freight

Community and Economic Development
Email: vancouvermoves@cityofvancouver.us
Address | P.O. Box 1995 | Vancouver, WA 98668-1995
[www.https://www.behardvancouver.org/vancouvermoves](https://www.behardvancouver.org/vancouvermoves)

CITY OF Vancouver WASHINGTON

Fact Sheet Title Here

2

What transportation modes will be included in the TSP?

The TSP will include specific plans for each mode of transportation as well as multimodal plans for each area of the City. The purpose of creating and then integrating these individual plans into a single plan is to identify and resolve where priority areas for each mode overlap. The TSP will include modal plans

- Driving
- Walking
- Biking
- Transit
- Freight
- Emerging mobility such as electric bikes and electric scooters

an opportunity to participate in the process to update the TSP?

the community is a critical component of the TSP update. In response to the onset of the early 2020, the City continues to adapt to the evolving public health crisis by adjusting the out to business and residents about City projects. A primary goal of the TSP update is to involving historically excluded communities so these community members' voices are a

the important final outcomes of the TSP?

include a new vision for how the transportation system should be developed and new goals, objectives, and tools to help implement the vision. Some of these

analysis dashboard
roadmap
ance measures
SP tool
ing of projects
standards

be implemented?

y's transportation investments for the next 20 years. The City will described in the TSP by developing transportation policies, and creating a transportation finance plan. Projects and programs mented not only by the City but also by other partners such as private re, and federal agencies, and community-based organizations.



To request other formats, please contact:
Name or Department | (360) 487-xxxx | WA Relay: 711 | xxx@cityofvancouver.us

Publications – Vancouver CONNECTS

- Introduce TSP, invitation to participate at BeHeard and Online Open House #1
- CONNECTS Nov 2020
- The Messenger, Mar 1; Jun 30, 2020
- Digital ads on City website



Provide Input on the Future of Our Transportation System

Vancouver Moves is a City planning process that will explore our transportation needs and priorities over the next year by talking with Vancouver residents, workers and visitors. Learn more and get involved!

Share your transportation stories & ideas

The Messenger

Boomers and Beyond – Clark County, WA

Findings and Key Themes

Existing Conditions – Transportation Priorities

Streets



- **Make it easier to walk, bike, or ride transit** – most survey respondents ranked this as the top priority for improving Vancouver’s street system.
- **Address network barriers** – Addressing network connectivity and transportation barriers throughout the city was one of the most frequently identified transportation needs regardless of transportation mode.
- **Improve traffic safety** – Traffic safety was the highest priority for improving the City’s street system. Speeding was noted as a mobility challenge for all road users.
- Other needs were reducing congestion during rush hour and more direct connections throughout the City

Existing Conditions – Transportation Priorities

Bicycle and Pedestrian System



- **Improving the non-motorized network is a community priority** – Approximately 70% of survey participants rated Vancouver’s pedestrian (sidewalks, trails, and crossings) and bicycle networks as “needing work.”
- **Addressing traffic safety is the most important improvement to the City’s walking, cycling, and rolling network**, whether perceived or real. High traffic speeds, lack of designated facilities, lack of traffic calming, and disobeying posted speed limits were noted as key challenges.
- **Exercise and walking to neighborhood parks** were the top places community members said they want to walk to. Running errands and walking for social excursions/just for fun were also highly rated.

Existing Conditions – Transportation Priorities

Bicycle and Pedestrian System



- **More than half of all respondents (59%)** said that the City's bicycle network needs work. Less than a quarter said the existing system of bike routes and trails was adequate.
- **Most respondents (51%) said they feel somewhat unsafe riding a bike in the City.** Those who feel safe or very safe accounted for 22% of responses, with the remaining saying they feel very unsafe.
- **The main barriers to cycling comfortably in the City** are inadequate existing bike lanes, aggressive drivers, a lack of bike lanes in some places, and unsafe crossings.

Existing Conditions – Transportation Priorities

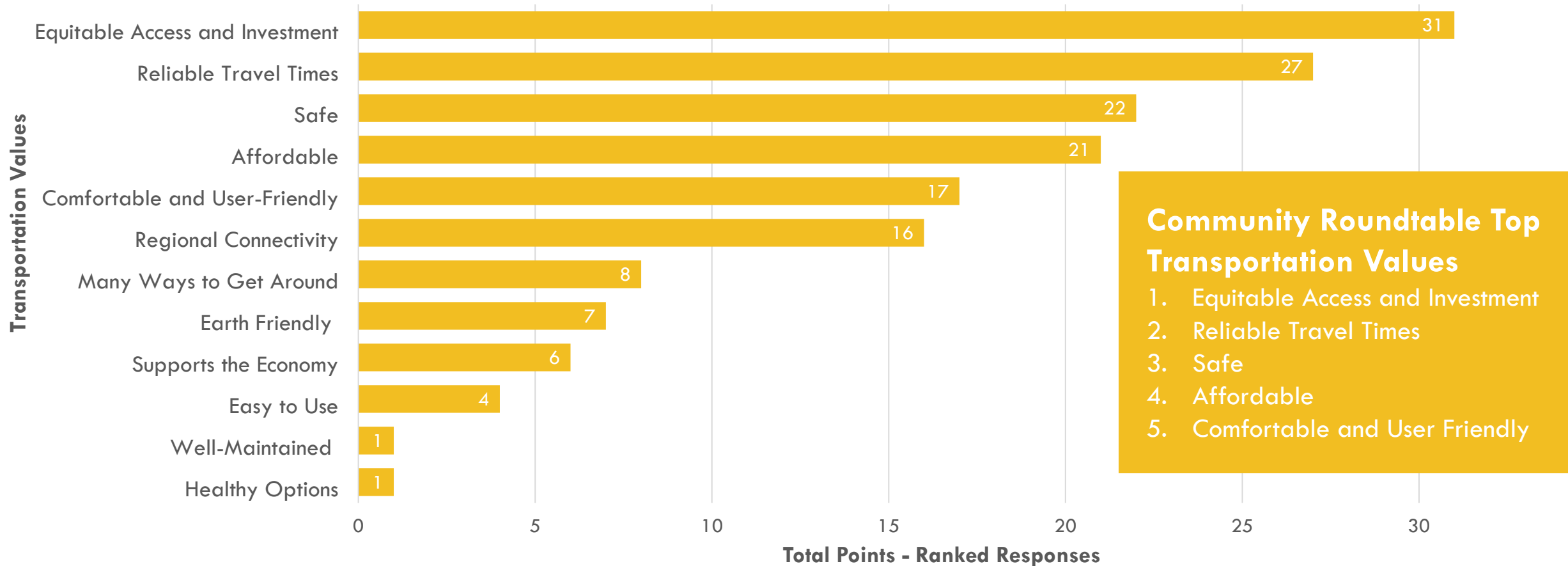
Transit System



- **Approximately 80% of survey respondents ride C-TRAN rarely or never.** Future efforts will seek more focused input from regular transit riders.
- **Improve transit service** – Increased frequency and reliability of C-TRAN services is important to commuters, especially those who work early in the morning, late at night, and on the weekends.
- **Approximately 30% of those who rode C-TRAN prior to the pandemic** stopped either due to working from home or because of health concerns.
- The top priorities for improving the transit system are expanding The Vine BRT, making it easier to walk to the bus, improving bus stops (shelters, seating, lighting), and bus lanes/signals to speed up transit travel times.

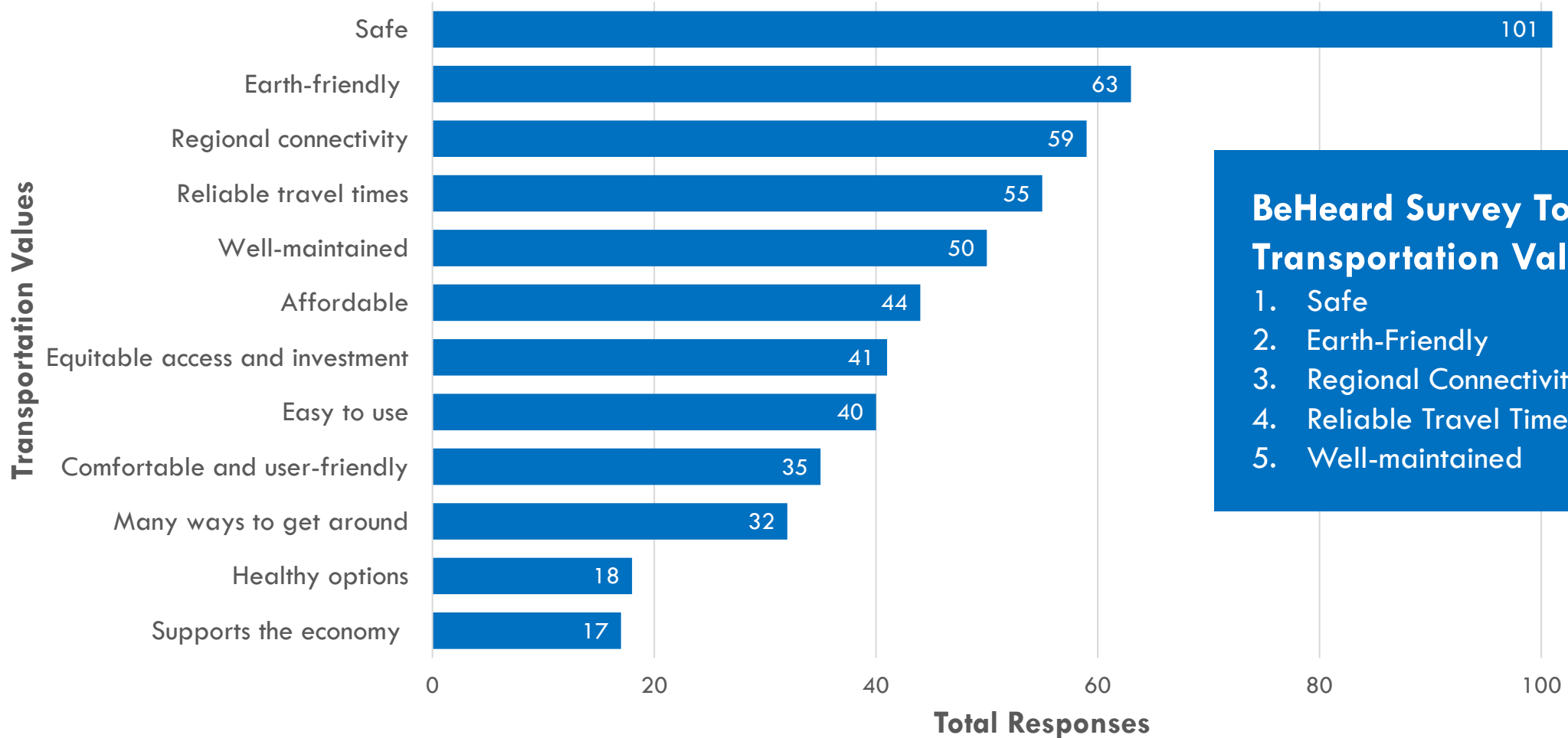
Community Roundtables – Response Summary

Community Roundtables - Transportation Value Responses



Transportation Values Survey – Response Summary

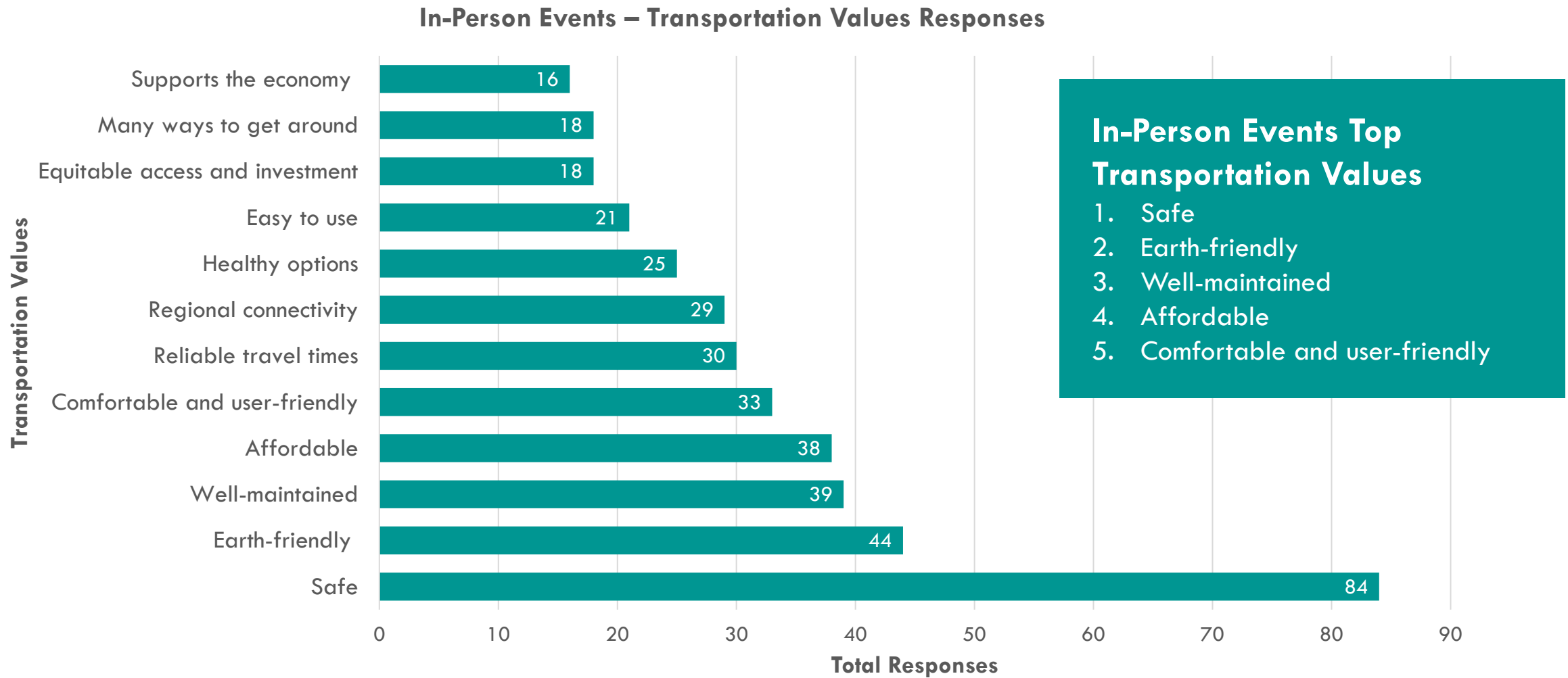
Transportation Values Survey - Total Responses



BeHeard Survey Top Transportation Values

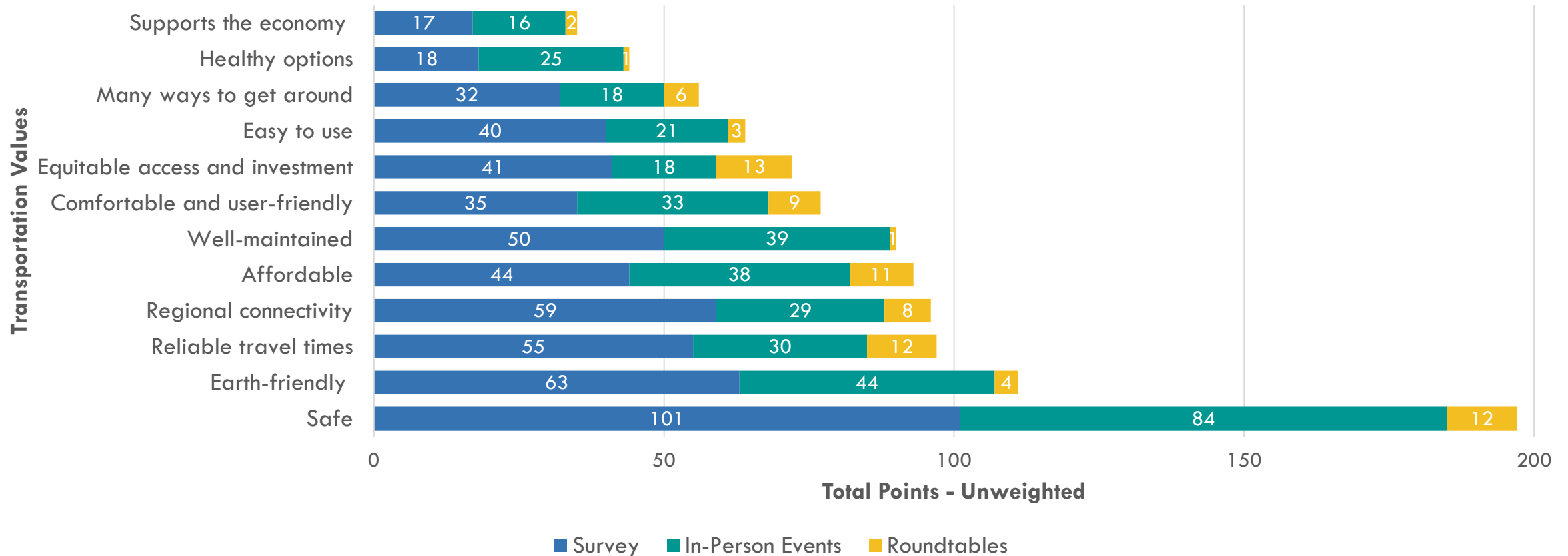
1. Safe
2. Earth-Friendly
3. Regional Connectivity
4. Reliable Travel Times
5. Well-maintained

In-Person Outreach Events – Response Summary



Transportation Values – Total Combined Feedback by Source

Transportation Values - Responses by Source
May 28 - Sept 30, 2021



Transportation Values – Total Combined Feedback*

Transportation Values - Response Totals

May 28 - Sept 30, 2021



Top Transportation Values

1. Safe
2. Earth Friendly
3. Reliable Travel Times
4. Regional Connectivity
5. Affordable

* Accounts for feedback from Community Roundtables, In-Person Outreach, and Transportation Values Survey

Transportation Values - Equity Stories

*“Gentrification risk is not a good reason (necessarily) to deprive BIPOC communities of services and investments in critical infrastructure; **these communities need these improvements.**”*
– Roundtable participant

“If it’s not affordable, it’s not accessible. If people can’t access the system, then it doesn’t matter how good it is.”
– Roundtable participant

*“Transit service is limited on the weekends, which means waiting an extra hour at night; this is a huge burden if you have a disability or are Black and **don’t always feel safe being outside.**”*
– Roundtable participant

