

Main Street Promise Update



Transportation Mobility
Commission Workshop
August 1, 2023



Teresa Brum
Deputy Director, Economic Development

Ryan Lopossa
Streets & Transportation Manager

Jason Irving
Project Manager, Mackay Sposito

Monica Santos-Pinacho
Community Engagement, Point North

Julie Arenz
Business Mitigation Program

Will Grimm
Urban Design, First Forty Feet

Agenda

Introduction

Community Engagement

Business Mitigation & Engagement

Design Updates



Project Overview

The case for Main Street:

- The roadway, sidewalks, and adjacent outdoor spaces on Main Street will be reconfigured to improve safety, foster a sense of community, and support economic prosperity.

Funding:

- American Rescue Plan Act (ARPA)
- City Transportation Fund
- Multi-family Tax Exemption Public Benefit
- Utility Fund
- City of Vancouver General Fund



Project Goals and Guiding Principles

Goals

- Increase safety for people and vehicles
- Accessible to all
- Connected infrastructure
- Support Main Street businesses



Guiding Principles



Honor and celebrate the history of downtown Vancouver



Build upon existing, and establish new, partnerships with local businesses and the community



Create a stronger sense of community identity and a welcoming place for Vancouver residents and visitors



Create an environment for renewed businesses and property owners' investment

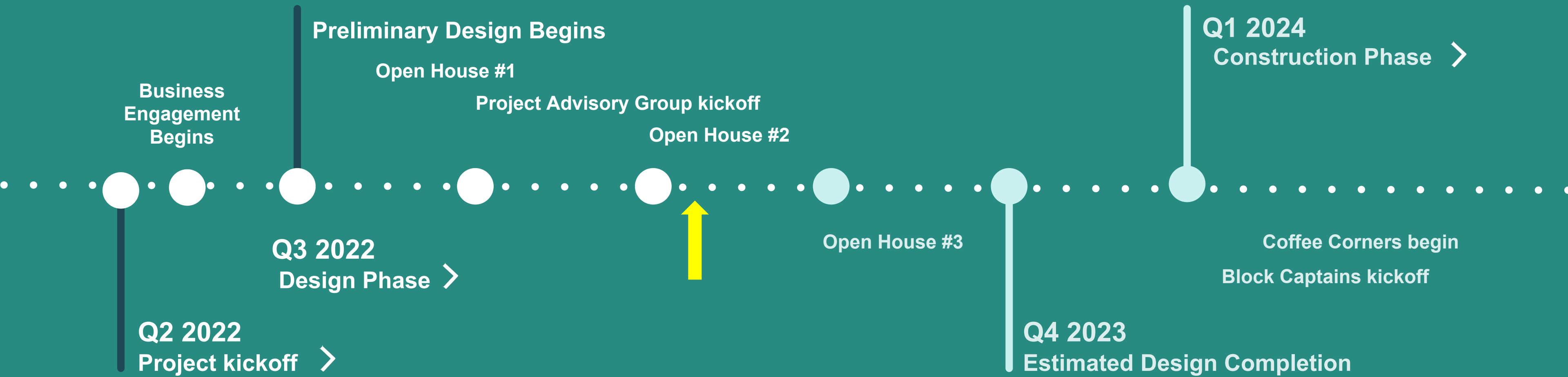


Connect Main Street, Esther Short Neighborhood, the Waterfront and Fort Vancouver National Historic Site



Create an attractive, coordinated and quality downtown environment that can be a model for future improvements

Project Timeline



Community Engagement Plan

In-person Public Open Houses

- Fall 2022, Spring 2023, Fall 2023

Project Advisory Group

- Representatives of diverse interests
- Launched January 2023

Boards & Commissions Engagement

- Historic Preservation Commission
- Culture, Arts & Heritage Commission
- Urban Forestry Commission
- Transportation & Mobility Commission

Social Media, Website, Online Public Survey

Monthly Downtown Stakeholder Forum Updates

- Monthly updates in an open, virtual forum

On-site Project Awareness Campaign

- Large signs conveying project information

Business Engagement

Main Street Promise



Stay Informed

Subscribe for Main Street updates



www.behardvancouver.org



Community Engagement & Feedback

Open House 1 – November 30, 2022:

- Encouraged to **“THINK BIG”**
- “Welcoming visitors & supporting Main Street businesses” ranked most important project objective
- “Encourage community gathering on Main Street and utilization of outdoor space” highlighted as the best way to welcome visitors
- Asked to **“prioritize pedestrian experience”** & accommodate accessible movement for people with mobility or visibility challenges – **“go curbless”**



Community Engagement & Feedback

Open House 2 - June 8, 2023

- 70% of commenters *expressed support & excitement* for the project.
- “Curbless design and width of sidewalks and integrating art throughout the city - *great plans!*”
- Excited about the *expanded opportunities for outdoor* seating and other uses in the building zone & furnishing zone.
- Participants welcome revitalization of this corridor and *look forward to the economic and social benefits* to come.



Project Advisory Group members

- **Adam Hendrix**, Union Chapel
- **Cliff Myers**, Visit Vancouver USA
- **Dean Irvin**, Property Owner
- **Diana Kirkpatrick**, Center Stage Clothiers
- **Earl Frederick**, Clark College Culinary Arts
- **Elise Chelak**, Pahlisch Commercial
- **Holly J. Williams**, Parks Commissioner
- **Janet Kenefsky**, Greater Vancouver Chamber
- **Jill D. Stryker**, Property Owner
- **Karen Knauss**, LSW Architects
- **Kimberly Quiroz**, Hispanic Metropolitan Chamber
- **Marianne Wilson Stein**, Dandelion Teahouse & Apothecary
- **Meghan Arntson**, Albina Fuel
- **Michael Lary**, Source Gym
- **Seanette Corkill**, Frontdoor Back



Engagement with Public Boards and Commissions

- Vancouver Accessibility Task Force
- Transportation and Mobility Commission
- Historic Preservation Commission
- Culture, Arts & Heritage Commission
- Urban Forestry Commission
- Parking Advisory Committee
- Vancouver's Downtown Association
- Vancouver's Downtown Association Design Committee
- Uptown Village Business Association
- Arnada Neighborhood
- Esther Short Neighborhood
- NE Hazel Dell Neighborhood Association
- SW Small Business Providers Consortium
- Vancouver Farmer's Market Board
- Downtown Stakeholders forum
- Visit Vancouver Board
- Columbia River Economic Development Council
- Cycle Vancouver Club
- WA State School for the Deaf
- WA State School for the Blind

How to Stay Informed



Stay Informed
Subscribe for Main Street updates

- See the latest project updates at beheardvancouver.org/MainStreetPromise
- Attend the **Stakeholders Forum** the 3rd Tuesday each month, 1:00-2:00 pm
- Check out the **Project Advisory Group meetings** at beheardvancouver.org/MainStreetPAG
- **Email** the Project Team at smallbusiness@cityofvancouver.us
- Stay tuned for details of the **next open house this fall!**

Business Mitigation Program

- Created a new program for the City of Vancouver
Program elements:
 1. Data Collection
 2. Awareness & Expectations
 3. Listen
 4. Personal, Inclusive & Accessible
 5. Business Assistance
- Implementation is being done in partnership with VDA
- Business engagement in partnership with VDA and other small business providers
- Sets the stage for Interstate Bridge Replacement Project



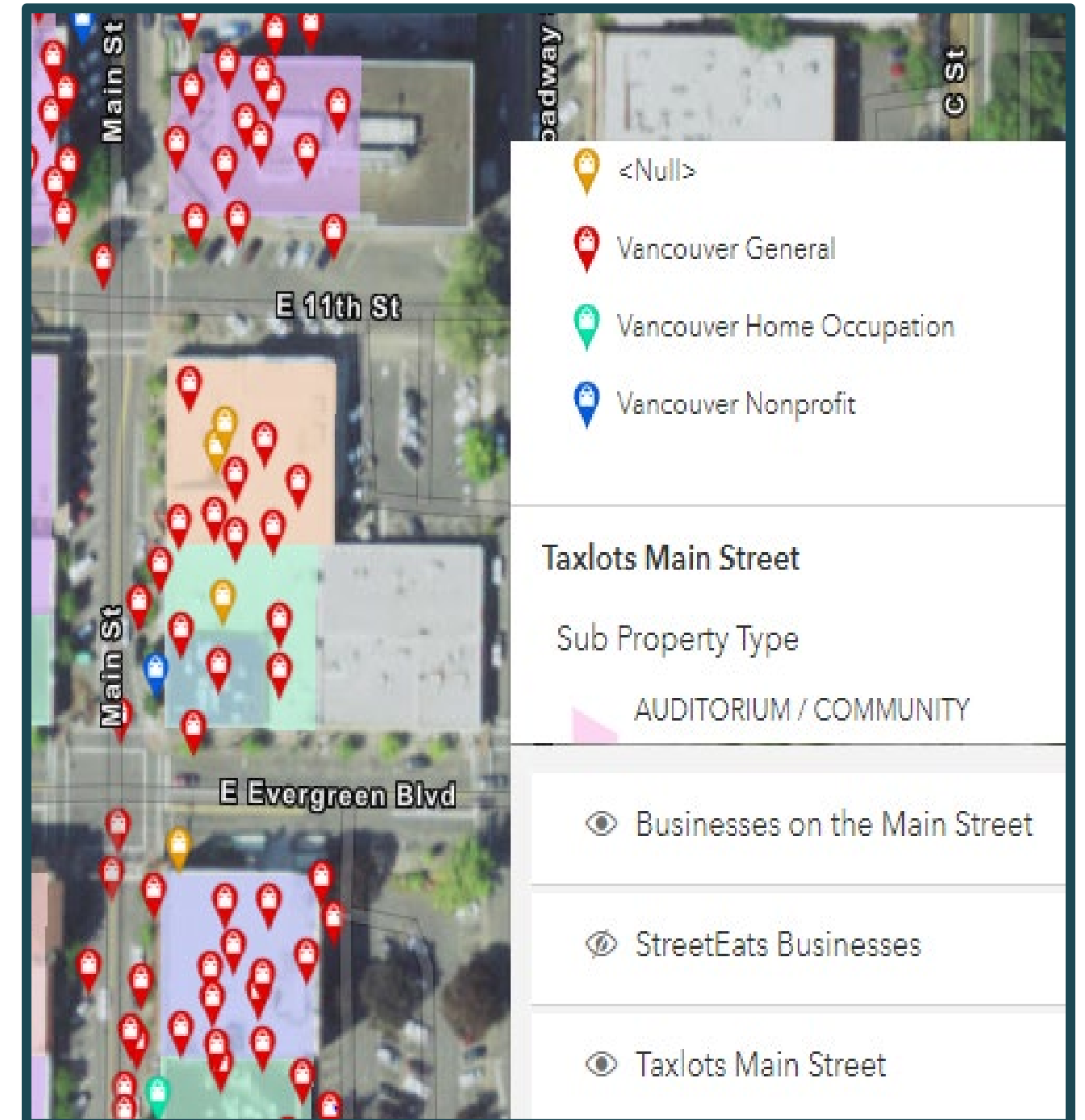
1. Data Collection

Collect data to determine:

- Businesses
- Business types
- Property owners
- Residents

Map the data:

- Understand each business location needs



2. Create Awareness & Set Expectations

- Saturated awareness and generate interest in advance
- Create easily accessible content and proactively share information widely, to all audiences
- Anticipate and address project objections
- Create and share project phases and timelines
- Host Stakeholder, kick-off, informational meetings, coffee chats, ribbon-cuttings and open house events
- Provide project information in one location - Be Heard



3. Listen

- Business liaison as the single point of contact for construction-related questions
- Dedicated contact between businesses and construction team with a single phone number and email address
- Offer Be Heard surveys
- Create a diverse Design Project Advisory Group (PAG) with business owners, property owners, workers, and residents



4. Make it Personal, Inclusive & Accessible

- Create Block Captains
- Be helpful, share resources
- Create accessible and inclusive wayfinding signage
- Obtain business testimonials that share project benefits and concerns
- Create “contractor specials” to motivate project workers to dine/shop downtown



5. Business Assistance

- Create customer engagement opportunities
- Create social media posts, videos, and “shout outs” for businesses and owners
- Create project expert videos, like “Meet the Contractor”
- Create grant opportunities, education sessions, and grant-finding solutions



Business Mitigation Program - Summary

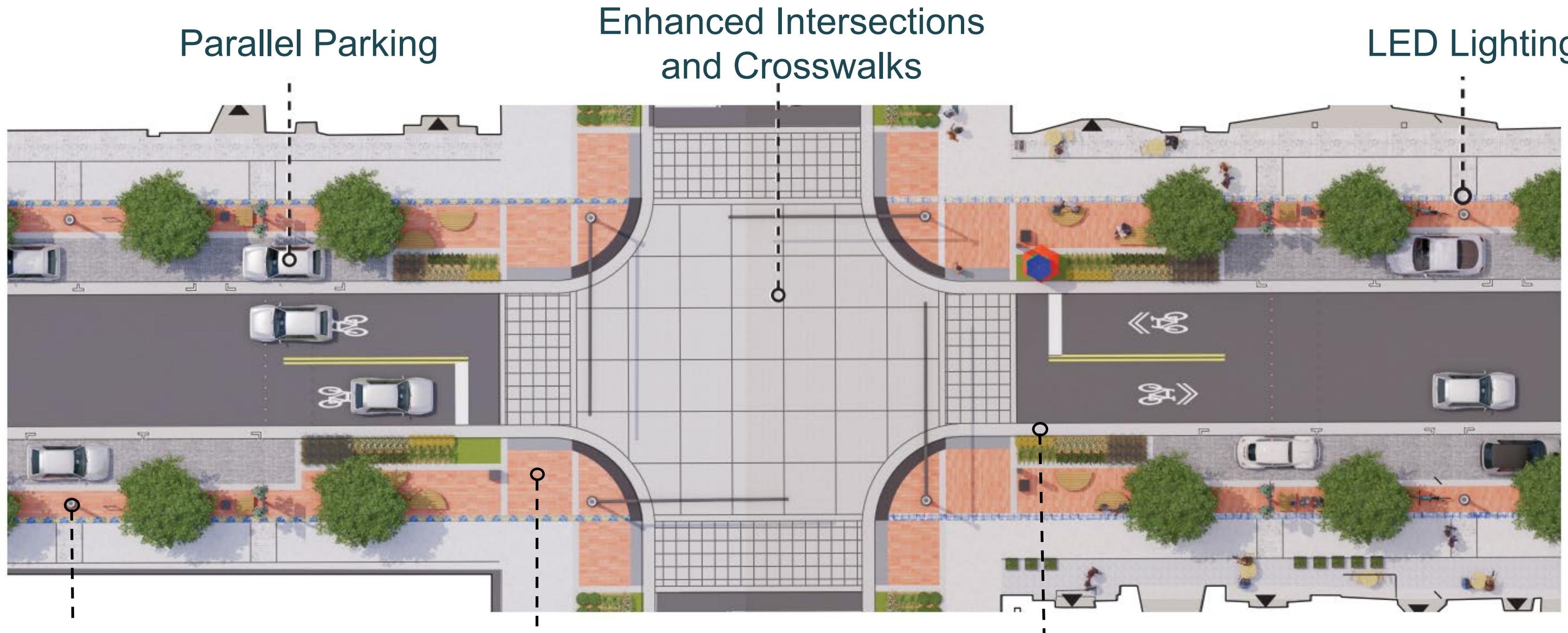
New. Replicable. Community Centric. Business Friendly.

1. Data Collection
2. Create Awareness & Set Expectation
3. Listen
4. Make it Personal, Inclusive & Accessible
5. Business Assistance



Design Elements & Improvements

Safe: A safe environment for walking, biking, rolling and driving.



Parallel Parking

Enhanced Intersections and Crosswalks

LED Lighting

Pedestrian Scale Lighting

Extended Sidewalks

Curbless Condition



NACTO* Design Guidance

A safe environment for walking, biking, rolling and driving.

*National Association of City Transportation Officials

NACTO Contextual Guidance for Selecting All Ages & Abilities Bikeways				Recommended Facility Type
Roadway Context				
Motor Vehicle Speed	Motor Vehicle Volume (ADT)	Motor Vehicle Lanes	Considerations	
	Any	Any	High curbside activity, frequent buses, motor vehicle congestion, or turning conflicts	Protected Bicycle Lane
< 10 mph	Less relevant	No centerline, or single lane one-way	Pedestrians on the roadway	Shared Street
≤ 20 mph	≤ 1,000 – 2,000		Single lane each direction, or single lane one-way	< 50 motor vehicles /hr in the peak direction at peak hr
≤ 25 mph	≤ 500 – 1,500	Low curbside activity, or low congestion pressure		
	≤ 1,500 – 3,000			Buffered or Protected Bicycle Lane
	≤ 3,000 – 6,000			Protected Bicycle Lane
Greater than 26 mph	> 6,000	Multiple lanes per direction	Any	Protected Bicycle Lane, or Reduce Speed
	Any	Single lane each direction		Protected Bicycle Lane, or Reduce to Single Lane & Reduce Speed
	≤ 6,000	Multiple lanes per direction		Protected Bicycle Lane
	Greater than 6,000	Any	Any	Protected Bicycle Lane
High-speed limited access roadways, natural corridors, or geographic edge conditions with limited conflicts		Any	High pedestrian volume	Bike Path with Separate Walkway or Protected Bicycle Lane
			Low pedestrian volume	Shared-Use Path or Protected Bicycle Lane

As part of the City’s Transportation System Plan update that is currently in its final phases, Council has endorsed a policy for the Low Stress Mobility Network that aims for a low stress facility every half mile.

Low-Stress	LS 1	Key Policy *****	Low-Stress Mobility Network	Adopt a city-wide low-stress long-term mobility network that prioritizes safety and comfort for people of all ages. This network is a subset of the city’s larger mobility network consisting of lower-stress facilities such as neighborhood greenways and shared-use paths. The density target for low-stress facilities is every half-mile.
------------	------	---------------------	-----------------------------	--

BUILD LOW-STRESS NETWORKS

Make the walking, bicycling and small mobility networks inviting for all ages and abilities.

The BSM network today consists of lower-stress neighborhood streets isolated by higher-stress collector and arterial streets. This makes it challenging to bike outside of a neighborhood. Sidewalks are missing on nine miles of arterial streets – the fastest and most daunting places to walk. Adopting a citywide low-stress network for BSM and walking must be complemented by policies and programming (wayfinding, education) that further incentivize use of the networks.

Design Elements & Improvements

Accessible: An accessible destination to meet, gather, shop and dine.



On-Street Parallel Parking

Curbless Condition

Tactile Guidance

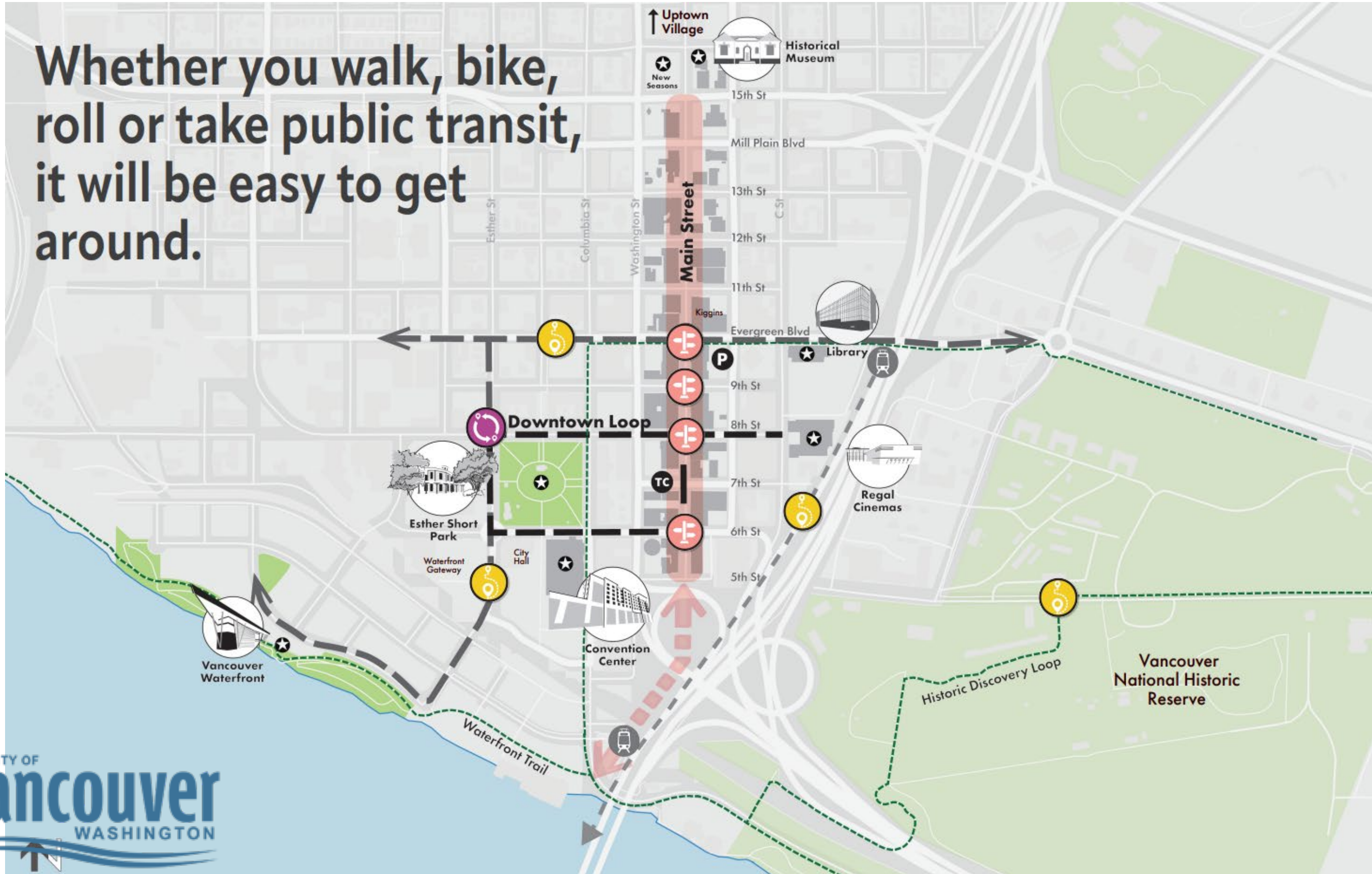
Wider Sidewalks



Design Elements & Improvements

Connected: A connected Main Street with links to downtown destinations.

Whether you walk, bike, roll or take public transit, it will be easy to get around.



Key Routes



Downtown Loop



Gateways



Where are we at now? Next Steps

Community and Business Engagement

- Open House (Fall 2023)
- Social Media, Website, Online Public Surveys (ongoing)

Business Mitigation and Engagement

- One on One Business Engagement (ongoing)
- Block Captains (Fall 2023)
- Coffee Corner (Q4 2023)



Where are we at now? Next Steps

Design

- 90% Design (Estimated Completion: Q3 2023)
- Final Design (Estimated Completion: Q4 2023)

RFQ Release for Bid

- (TBD)

Construction

- Construction Begin Q1 2024



Thank you!

To learn more, visit www.beheardvancouver.org/MainStreetPromise