

DATE: November 20 2023
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 SUBJECT: Milestone 3 Community Engagement Summary
 PROJECT NAME: Vancouver Transportation System Plan

Project Overview

This memorandum summarizes the public and stakeholder outreach conducted in Fall 2023 to support the Vancouver Transportation System Plan (TSP). The third community engagement phase focused on gathering community feedback on the Draft TSP that has been shared with the public in 2023. All outreach activities detailed below are part of the third community engagement phase, as summarized in Figure 1.

Figure 1. Community Engagement Timeline



Phase 3 activities took place throughout Fall 2023 and are currently ongoing to gather feedback on the Draft TSP and build public support for plan adoption. In addition to gathering wider public feedback online, the Draft TSP will go through formal review and public comment periods during the Vancouver Transportation and Mobility Commission and Vancouver City Council meetings in December 2023.

Engagement Overview

The objectives of the Phase 3 outreach were to:

- Share information with community members about the Draft TSP.
- Ask for community feedback on the Draft TSP, specifically policies, programs, and projects alignment with Plan goals and near-term priority initiatives.
- Develop a video summarizing the purpose of the TSP and how the community can learn more about the project and share their feedback.



Engagement Activities

Milestone 3 engagement activities are summarized in Table 1.

Table 1. Milestone 3 Engagement Activities

Activity	Date	Event / Location / Group
BeHeard Update and Online Survey	September 1 – November 20, 2023	Online – BeHeardVancouver.org
Video Launch	November 1, 2023	Online - YouTube, Facebook, Instagram, Twitter, CVTV Cable Access Channels, The Nov. 1 Citywide e-newsletter, and the City website homepage through the duration of comment period

BeHeard Update and Online Survey

An update to the project BeHeard page was completed in early Fall 2023. The update summarized the recent work on the TSP and published the Draft TSP for public review and comment. City staff developed a brief online survey as part of this update and began collecting community feedback on the Draft TSP. Community engagement findings have been analyzed from the period of September 1 to November 15, 2023, as described in this report. As of this writing, the survey will remain open until the November 20, 2023, after which a final analysis of the survey findings will be completed and updated in this memorandum.

Promotional Video

The Project team partnered with MetroEast Community Media to produce two (2) brief video segments to help promote and share information about the Draft TSP. One of the videos encourages viewers to participate in the adoption proceedings and share their feedback during the Fall of 2023, while the other video is a more standard description of the plan intended as an “evergreen” promotional video for the City’s use beyond the TSP’s adoption period. The two videos are linked below:

V1: <https://vimeo.com/metroeastmedia/review/874372768/fc89d51069?#>

V2: <https://vimeo.com/metroeastmedia/review/874376194/b25e373789?#>

Social Media Engagement

The City will continue to provide social media updates on Facebook, X (formerly Twitter), Instagram, Youtube, The City’s website, and NextDoor throughout the Fall adoption period. The City will publish and share the TSP promotional videos online and solicit feedback on the TSP.

Community Feedback

The following section detail the key themes heard from community members during Milestone 3.

Key Themes

Address traffic safety: Community members generally support safety as a TSP goal for all who walk, roll, bike, take transit, or drive. The biggest concern expressed is speed, especially in corridors with many lanes. There is general support to address safety through better traffic enforcement and street design improvements.

Prioritize transit: Many community members mentioned the importance of prioritizing public transit and offering various transit modes throughout the city. Many people desire a well-connected transit network. Commenters shared a desire to add future connections to existing C-TRAN and Vine routes by adding a streetcar line and light rail lines to the TSP. In general, there was strong support for the enhanced transit network proposed in the TSP.

Improve and maintain transportation infrastructure: Community members recognize there are roads throughout the city that need to be improved and maintained. Key issues mentioned include poor street markings and poor signal timing in the existing network. There is general support to improve the infrastructure by improving sidewalks, upgrading/adding traffic signals, adding roundabouts, and adding turn lanes.

Implement equity: Community members generally support equity and some questioned what equity means in the context of roads, safety in walking and biking, and users like students. There is a desire to develop policies and programs to address the needs of equity areas that intersect transportation and housing.

Acknowledge vehicular mobility: While the TSP is addressing multimodal opportunities, the TSP should also acknowledge ways of improving vehicular travel throughout the city. For example, some community members commented that driving is the main mode for many people and issues facing drivers should be addressed within the TSP. If vehicular mobility is not an important element of the TSP, then the TSP should explain why.

Social Media

Social media responses to City posts on Facebook, Instagram, and NextDoor were analyzed for the period between September 24, 2023 and November 17, 2023. Key takeaways include:

- The discussion about the TSP generated a total of 3,600 interactions, accounting for 68 percent of all citywide conversations about transportation. The City's Facebook page drove most discussions by 97 percent.
- A large proportion of online social media engagement had to do with the McGillivray Boulevard Safety and Mobility Project. This project generated concerns from residents about a lane reduction in the corridor.
- Interactions around the TSP mainly comprised of 'likes,' indicating community members' receptiveness to the information as tacit support. Discussions included topics such as installing more public restrooms to encourage walkability, and some concerns about houselessness issues.
- The VPD Traffic Unit post raised concerns about road safety and suggested increasing police patrols.
- The City's post during Pedestrian Safety Month prompted many comments supporting enhancements to pedestrian safety.

- The City’s post about the grand opening of The Vine on Mill Plain prompted a debate on the need for accommodating public transportation with the City’s growth. There was some dissatisfaction with the new service and prices.

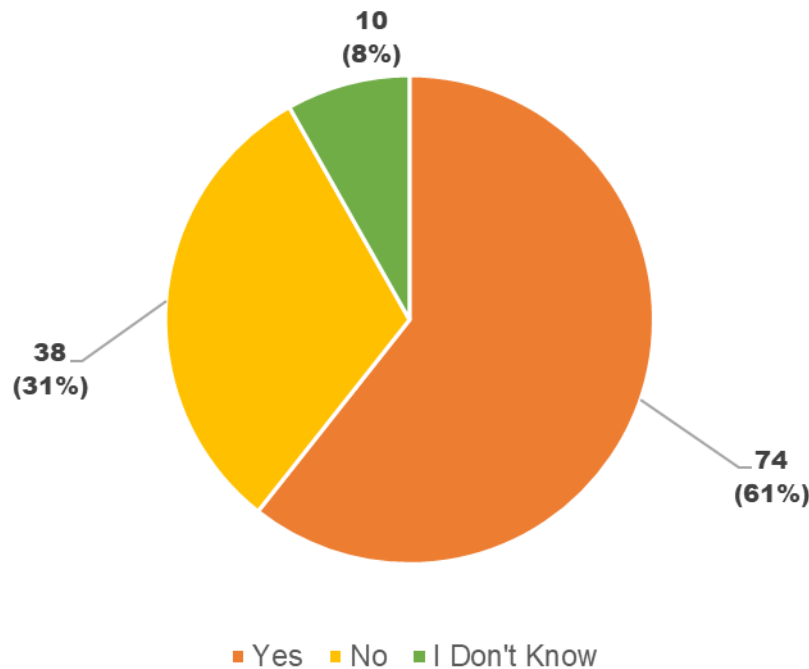
Survey

The following section provides detailed survey results for each question. From September 1, 2023, to November 17, 2023, community members had the opportunity to visit the project webpage and explore the Draft TSP. During this time, the BeHeard site was visited 834 times. The survey will be open until November 20, 2023. As of November 17, 2023, there were 122 participants who responded to the survey.

Question 1. Do you think that the policies, programs and projects outlined in the Transportation System Plan (TSP) reflect the values of the City of Vancouver community?

This multiple-choice question asked participants whether the polices, programs, projects align with the TSP goals and values. The question had a figure listing out the following TSP goals: Safety, Equity, Climate, Transportation Choice, Regional Connectivity, and Maintaining Our Assets. The choices are Yes, No, and *I don’t know*.

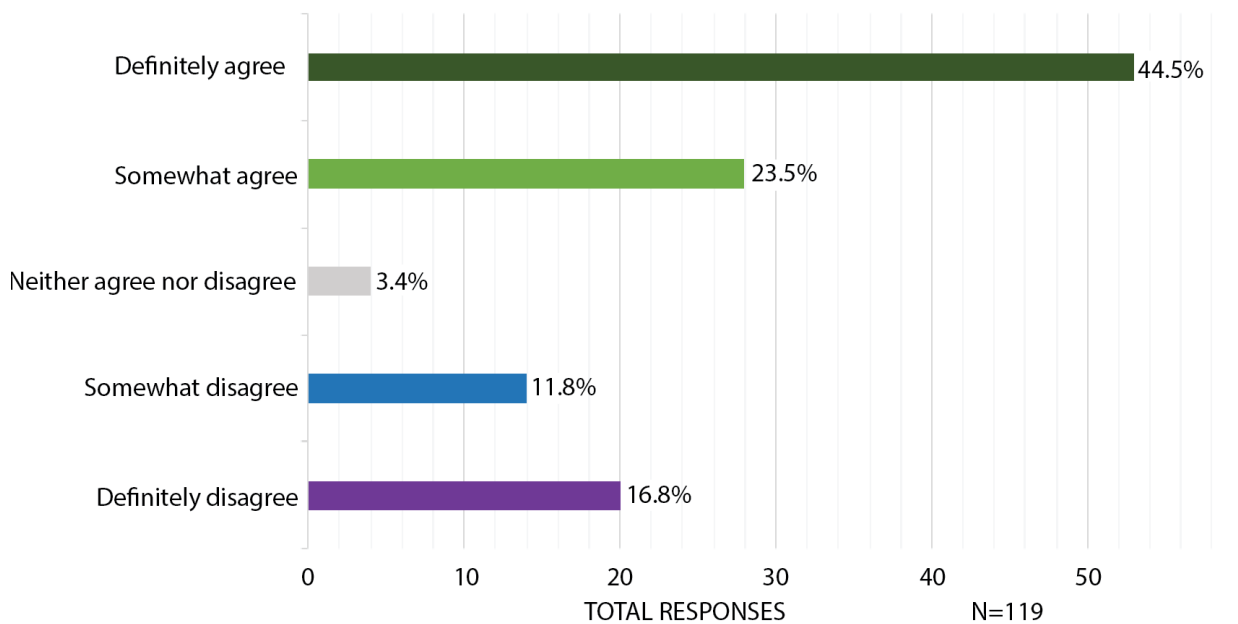
This question received 122 responses. More than half (61% percent) of total responses agreed that the TSP polices, programs, projects align with the plan goals and values. A smaller proportion (31%) disagreed, and the remaining 8% answered “I Don’t Know.” The responses indicate that most respondents are supportive of the Draft TSP policies, programs, and projects.



Question 2. Do you agree with these four (4) near term initiative priorities?

This Likert scale question asked participants if they agree with the near-term initiative priorities. The question had a figure listing out the following initiatives with a description: Complete Corridors Program, Leveraging Development, Vision Zero, and Safe Routes to School. The choices are *Definitely agree*, *Somewhat agree*, *Neither agree nor disagree*, *Somewhat disagree*, and *Definitely disagree*.

This question received 119 responses. Nearly half of all survey participants (53 responses) said they “definitely agree” with the near-term initiative priorities. 23% said they “somewhat agree” with the priorities. Approximately 28% of respondents said they “somewhat” or “definitely disagree” with the priorities.



Question 3. Do you have other thoughts you would like to share with the TSP project team?

This open-ended question asked participants for more feedback on the Vancouver TSP. This question received 122 responses.

possible issues that may occur, such as an increase in accidents. Another concern is limited parking and the future of parking. One participant thought if the vehicular travel is not an important element to the TSP, then the TSP should clearly mention it within its guiding principle.

- Equity within the transportation modes: Community member want to know what equity means in the context of roads, safety in walking and biking, and school routes.
 - Equity within transportation and housing: New residential streets, especially higher density housing, should be on public streets versus private roads. It may not be equitable for long-term maintenance and people living in the housing to bear the burden of road maintenance and city improvements.
- There are safety concerns for pedestrians and cyclists on high-speed corridors. Recommendations include more pedestrian-oriented streets, greenery acting as a buffer from vehicles and pedestrians, and lower speeds. Traffic calming measures mentioned include street markings such as center yellow line, marked parking spaces, painted crosswalks, and street parking spaces.
- Concerns on existing conditions of streets and sidewalks: Community members expressed concern to improve existing streets and sidewalks that need repair.
- Freight is not clearly defined in the TSP. Projects in the TSP have improvements on streets that freight have historically used, concerns regarding if this will make it more difficult to travel with narrow clearance and tight turns.

Conclusion

In summary, public feedback gathered throughout the third and final community engagement milestone was generally supportive of the Draft TSP. The key concluding themes from this outreach phase are:

- **Vancouver supports investments in a multimodal transportation system that meets the needs of all travelers.** Community members expressed broad support for investing in bicycle and pedestrian safety, transit, and maintaining and improving the street system for those who drive as well.
- **Traffic safety is a core transportation value.** Both active transportation- and driving-forward respondents expressed a unified need for a safe system. TSP goals, policies, projects, and initiatives that promote transportation safety are broadly supported in the community.
- **High-speed corridors create a need for pedestrian- and bicycle-oriented streets.** Participants noted transportation safety and placemaking improvements to create lower-stress walking and bicycling networks throughout the City.
- **Continuing to invest in transit is a priority:** Survey respondents proposed investments in high-capacity transit between Portland and Vancouver, improving existing bus stop amenities and features, and optimizing park and rides to expand regional transportation options and motivate more people to take transit.
- **System maintenance, preservation, and repair are universal priorities.** Pedestrian and bicycle-oriented comments favored sidewalk repair and improvements, while drivers noted

the importance of addressing lighting, pothole, and striping repairs. Investing in a well-maintained and usable system is important to all travelers in the City.

- **More than half of all respondents (61%) agreed** that the Draft TSP policies, programs, and projects reflect the values of the City of Vancouver community.
- **More than two thirds (66%) of all survey participants agreed** with the Complete Corridors Program, Leveraging Development, Vision Zero, and Safe Routes to School initiatives proposed in the Draft TSP.