

Vancouver Upper Main Street Engagement Summary Milestone 2

DRAFT

May 2024

Project and Engagement Strategy

The Upper Main Street Safety and Mobility Project will study opportunities to create safety and mobility improvements along the Main Street corridor between Fourth Plain Boulevard and the northern city limit (just south of NE 63rd Street / Minnehaha Street). It will also increase safe connections between existing and planned facilities on Columbia and F Streets and new transit stations and other key destinations.

The project team identified a set of engagement goals that we have used to inform our engagement approach during each phase of the project:

- Build community awareness and a shared understanding of the project's needs and how to participate.
- Enable well-informed participation from historically underrepresented communities to give feedback on the project.
- Leverage guidance and expertise from agency partners and commissions.
- Gather and use public input during the decision process, maintaining transparency at each step.

The first phase of outreach and engagement occurred in January and February of 2024, during which time the project team identified community values and desired improvements along the Upper Main Street corridor through an online survey, interactive map, business canvassing and conversations with community groups along the corridor. A full summary of engagement phase 1 is available on [project website](#). Considering what we learned from the first phase of engagement, the Project team developed a series of proposed design improvements for the corridor. The Project team conducted a second phase of outreach and engagement in March, April and May of 2024 to gauge community member support for these proposed improvements. This document summarizes the phase 2 outreach and engagement activities and what we heard from the community.

Feedback Summary – Community Survey & Open House

The project team developed an online community survey and hosted an in-person community open house event to gain feedback on a set of potential concepts and design

options for transportation improvements along Upper Main Street. The project team met with several community groups during this phase of engagement as well.

Through these outreach and engagement activities, community members shared the following feedback, suggestions, and insights on the proposed design concepts.

Corridor-Wide Feedback

- There is support for the expansion and improvement of the pedestrian and bike and small mobility networks.
- There is support for investing in safety improvements to improve access to area schools, local businesses, and transit stops along Upper Main Street.
- There is concern that the proposed design concepts might cause congestion for vehicles on the corridor.
- Routing bicycles off Main Street and onto F Street and the area surrounding 39th Street was not ideal for access or connectivity.

Location-Specific Feedback

- The timing of the pedestrian signal at Fourth Plain Boulevard & Main Street is too slow.
- There is support for adding a median island at 29th Street and Main Street.
- The city should install clear signage and roadway markings for lane merging where the left lane ends at 31st and Main Street (southbound) in advance of the bus stop at 30th Street and proposed upgrades at the 29th Street and Main Street crossing.
- Community members expressed interest in curb ramp upgrades at the Vancouver School of Arts and Academics to accommodate bikes and small mobility access.
- There is enthusiasm for installing a flashing beacon at 33rd Street crossing to improve safety and visibility for bikes and pedestrians.
- Community members would like to see improvement to the pedestrian activated signal and bike crossings at 37th Street.
- A new crossing at 38th Street would help people on foot avoid crossing the busy Main Street and 39th Street intersection.
- There is concern about the feasibility of locating the north-south bike crossing of 39th Street at F Street because traffic often backs up at the Main Street and 39th Street intersection and blocks the mid-block crosswalk.

- Participants would like to see improvements to the crossing and curb ramps at 45th Street to improve the connection to the Discovery Trail.

More detailed findings from the community survey and open house event are summarized below.

Community Survey

For engagement phase 2 the project team developed a community survey proposing improvements and addressing the opportunities, constraints, and issues identified during the first phase of the project. The survey was live from March 27 through April 17, 2024, and received 192 total responses.

Who We Heard From

- 17% of people responding to the survey are 65 and older, 47% are 40-64 years old, 35% are between 18-39, and 1% are under 18.
- 12% of respondents were of Hispanic or Latino descent.
- 2% of respondents spoke mostly Spanish at home.
- 20% of respondents experience a disability.
- 4 people responded in Spanish or spoke Spanish as their primary language in the home.
- 2 neighborhood associations (Arnada, Lincoln)
- 1 community group (Cycle Vancouver)

Demographic results and open-ended survey responses can be found in Appendix A.

Key Findings

Corridor-Wide

- The locations where community members expressed the greatest support for adding a new marked crosswalk on Upper Main Street are at the north side of the 31st Street intersection (80% of respondents) and the south side of 29th Street (71% of respondents).
- Over half of the respondents supported adding median islands to the proposed 31st Street crossing (55% of respondents), the proposed 28th Street crossing (53% of respondents), and the existing and proposed 37th Street crossings (51% of respondents). 22% of the respondents reported that they did not support any of the proposed locations.

Segment-Specific

- The improvements that received the most support are those proposed in Segment 1 and Segment 4.
- In Segment 1, 60% of respondents either support or strongly support moving the existing 29th Street crossing to the south side of the intersection and adding a median island.
- In Segment 4, 60% of respondents either support or strongly support the proposed street design concept.
- There was mixed support for the proposed street design concepts for Segments 2 and 3, with 45% of respondents either strongly supporting or “supporting” and 34% of respondents either strongly opposing or opposing the proposed design.

Topic-specific feedback is reflected below. Comments we received from survey respondents are italicized.

Bicycle / Small Mobility Recommendations

Respondents support investment in bike and pedestrian facilities and improving access to area schools and transit stops along Upper Main Street. However, some respondents expressed concerns that the proposed recommendations would not significantly improve the bike and small mobility network or access to Main Street businesses.

Respondents encouraged the project team to explore how to improve connections to existing bike facilities in the area, particularly on 39th Street. Many felt that routing bicycles off Main Street and onto F Street and the area surrounding 39th Street was not ideal for access or connectivity.

- *“I would love to have a protected bike lane along Main St.”*
- *“We need to find a way to extend the active mobility lanes to 39th right away...39th is an important east west bike corridor. Additionally, mobility lanes should truly exist all the way down to 33rd St, which is a crucial east west corridor for mobility users.”*

Pedestrian Recommendations

Respondents support investment in the pedestrian network and encourage the project team to do more to improve sidewalks, crossings, and pedestrian connections.

- *“Basically, any sidewalk space that is added would be a major improvement. [I] see a lot of people walking on the side of the road because there is no sidewalk.”*

Vehicle Recommendations

Some respondents shared reservations about how the proposed design concepts and reconfiguration of Main Street might cause congestion for vehicles on the corridor.

Concerns about traffic impacts in the area focused on access to local businesses and cut-through traffic diverting into nearby neighborhoods.

- *“Please don’t remove vehicle lanes... There are businesses I often visit in the areas outlined and if I feel like it would increase my travel time [so that] I will stop visiting them.”*
- *“Reducing the number of lanes will funnel more traffic into the neighborhoods (Washington St and Columbia) and create even more cars racing through the neighborhood.”*

Safety

Respondents continue to affirm that safety on Main Street is a priority. They shared their support for slower vehicle speeds to achieve that goal and emphasized the importance of investing in safe access to schools on the corridor.

- *“We need all cars traveling at slower speeds in all parts of the city if we want to grow and have a happy and healthy population.”*
- *“I’m most concerned with pedestrian safety, as VSAA supports 7 grades of students, and many students walk to school.”*
- *“I worry most about student/pedestrian safety at VSAA and Discovery MS. Some of the students walk/bike to and from both schools... The crossings at F and Fourth Plain are extremely dangerous due to sidewalks being so close to lanes without shoulders.”*

In general, those who participated in the survey were passionate about making improvements to the corridor and expressed enthusiasm about the process. Long-time neighbors shared their general support of the project.

- *“I have lived in this neighborhood on and off for 30 years and I am very pleased these issues are finally being addressed.”*

More information on the open-ended survey question can be found in Appendix A.

Community Open House

The team provided community members with an opportunity to provide feedback in person by attending a Community Open House on April 17, 2024, at Discovery Middle School. During which, they engaged with 15 attendees.

Community members who attended this open house visited six different stations, each of which had boards with information about the proposed recommendations of Upper Main Street. Attendees were asked to share their level of support for specific project investments and share additional feedback. Most of the attendees that provided additional feedback supported future investment in bike and pedestrian facilities and improving safe access to area schools and transit.

Key Findings

- Respondents supported putting new marked crossings at 37th Street and 38th Street, coordinating crosswalks to improve access to C-TRAN stops.
- Respondents supported adding a median island to improve crossing safety at 37th Street.
- When asked about adding Business Access and Transit Lanes (BAT) along Upper Main Street, respondents commented that there is a lack of bike lanes, and the sidewalks are very narrow.
- There was mixed support for the project team’s recommended improvements for Segments 2 and 3.

Comments received for each of the segments are available in Appendix B.

Other Engagement Activities

In addition to the online community survey and community open house, the project team provided opportunities for members of the public and other stakeholders to provide feedback about the project, including participating in community conversations, attending a presentation to the Transportation and Mobility Commission (TMC), and design refinement workshops with City staff about updates on the project.

A Title VI Summary outlining engagement activities for Phase 1 and Phase 2 of this project can be found in Appendix C.

Community Conversations

The project team has been engaging in a series of “community conversations” with members of the public. These events were focused on sharing information about the project and inviting conversation, questions, and feedback in small or medium sized groups and/or at venues preferred by the community. Usually, these were held to connect with a specific population or community group, such as an advocacy group or neighborhood association.

On April 16, the project team led a community meeting with **Cycle Vancouver** for the second time. Attendees were interested in the following:

- Lowering the speed limit along Upper Main Street to 25 miles per hour.
- Lowering the speed limit north of the I-5 interchange.
- Consider a bus only lane along the Broadway slip lane.
- Adding a concrete barrier for facilities along Segment 5.
- The timing of the implementation of the F Street neighborhood greenway.

On May 9, City staff met with the **Arnada Neighborhood Association** for the second time. Attendees asked about upgrades to the existing flashing beacon at the 29th Street intersection.

On May 21, City staff met with the **Lincoln Neighborhood Association** for the first time. Attendees shared their insights and concerns with the Project team, including:

- What is the expected delay resulting from the lane reduction on Main Street and increased bus service on the corridor?
- Community members reflected on how the experience of driving and walking on Main Street changes from the Uptown area located south of Fourth Plain, and the Upper Main project area north of Fourth Plain where the street “feels like a highway.”
- Community members expressed their support for the project if it makes Main Street a more pedestrian friendly space.
- Community members shared that north of 39th Street it is uncomfortable to walk or bike on Main Street as vehicles increase their speed as they approach the I-5 on-ramp.

TMC Workshop & Public Comment

Project staff brought the project to the Transportation and Mobility Commission (TMC) on April 2, 2024, for the third time. During this presentation, the team updated the TMC on results from the existing conditions analysis, feedback from the first phase of engagement, and presented a high-level review of the design concepts. The project team encouraged TMC members to follow up with City staff directly, attend the Open House, and/or complete the survey. The TMC shared feedback about the project and suggested design options to explore further:

- Interest in including a crossing and median at 40th Street to preserve access to the 40th Street C-TRAN bus stops.
- Discussion of marked crossings on both the north and south sides of 29th Street and Main Street intersection, rather than moving the crossing to the south side of the intersection.
- A southbound Business Access and Transit lane (known as BAT lane or bus and turn lane) is proposed in the design options, why isn't a northbound BAT lane proposed?
- Commissioners shared concerns about median islands and how they can provide benefits for vulnerable road users. They expressed concern that pedestrians may feel marooned in the middle of street if a signal cycle ends before they finish crossing the street.
- Commissioners shared that the crossing of 39th Street on F street is not good for bikes currently and expressed support for making “neighborhood greenway” investments on F Street soon.
- Recommendations from the commission also included improving wayfinding for bikes / small mobility, improving the crossing for bikes / small mobility and pedestrians at Main and Ross Street intersection at the northern end of the project area.

TMC Meeting Public Comment:

- Four community members provided public comment at the April TMC meeting. These people echoed the opinions of the Commission, including their interest in extending bike/small mobility lanes from 40th to 39th or 33rd Streets to connect to the existing bike/small mobility network, and their concerns about navigating the crossing at F Street and 39th Street.

Notification Efforts

The project team used several approaches to inform stakeholders and community partners about the community survey and opportunities to participate in this project. Canvassing flyers distributed during engagement phase 2 included information explaining how to take the survey and an invitation to join us at the open house event on April 17. These efforts included:

- Direct stakeholder outreach via email to 48 stakeholders through which the project team shared the flyer, survey link, and an event invite to the community open house. Stakeholders included neighborhood association leaders, school administrators, small business owners, and partner agencies and organizations like C-TRAN, Vancouver Housing Authority, and Latino Community Resource Group.
- Two email updates to the project listserv on March 27th and April 10th with 272 total successful deliveries.
- An updated BeHeard page, which received 740 total visits during Phase 2.
- A business canvassing effort along the corridor, during which the team dropped off bilingual project flyers (English and Spanish) at 28 local businesses and community destinations.
- A canvassing effort targeted at multifamily residences along the corridor on April 9 during which the team dropped off approximately 200 bilingual (English and Spanish) project flyers at four multifamily properties.
- Digital distribution of a bilingual flyer through the Vancouver School District's PeachJar system. This flyer included information about the community survey and in-person open house event and was sent to Franklin Elementary, Discovery Middle, Hough Elementary, Lincoln Elementary, and Vancouver School of Arts and Academics families, generating over 1,639 impressions and 80 views.
- A description of the project, survey and event invite in the Vancouver Connects monthly newsletter with 4,391 successful opens on April 9, 2024.
- A description of the project, survey and event invite in the Office of Neighborhood's Weekly email newsletter that reached 1,024 on April 5, 2024.

- A description of the project, survey and event invite in City Currents, an internal email for City of Vancouver Staff, on April 10, 2024, that had 888 successful opens.
- Six posts to the City's social media channels promoting the project survey and open house, which garnered 17,340 impressions and 149 clicks.
- Six posts from partners highlighting the Community Open House garnered 16,113 impressions and 15 clicks.

Project flyers are attached in Appendix D.

Reflections on Engagement Phase 2

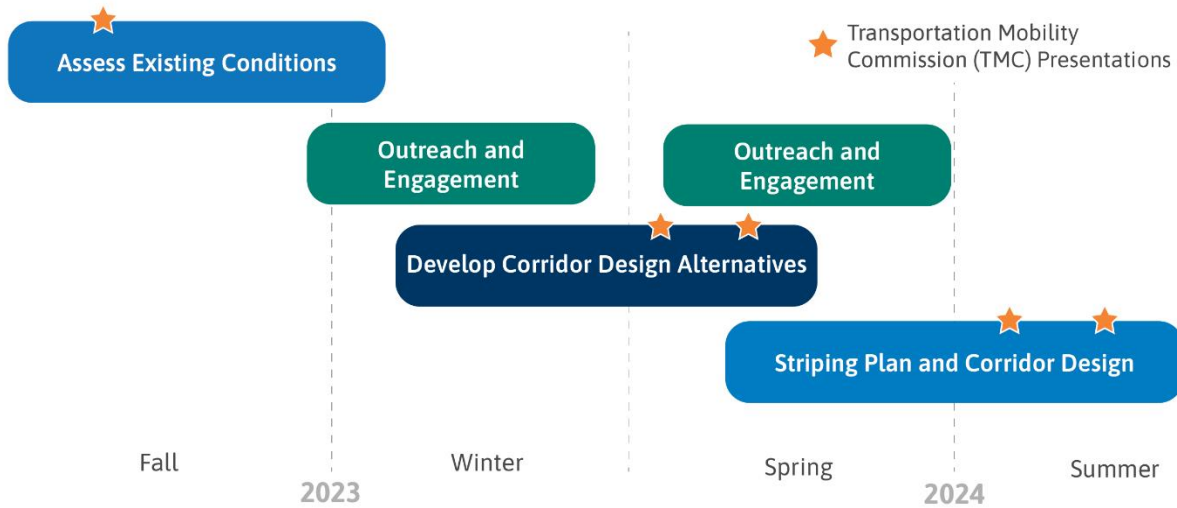
During engagement phase 2, the project team attempted to respond to community requests for more information, more exploration of alternatives that support bicycle/small mobility connections. Factors that influenced the takeaways from engagement phase 2 included:

- Highly engaged cycling activist group engaged with the project team at multiple touchpoints during this phase of engagement.
- The second phase of engagement was condensed due to budget and time constraints. The survey period was shorter than during phase 1. The survey period narrowed engagement opportunities and ability to engage with small community groups as we did in engagement phase 1.
- Community partners including C-TRAN and Vancouver Housing Authority distributed information about the survey and open house event through their social media and email channels.
- Promotion of the open house event was distributed through social media, door-to-door business canvassing, multi-family housing canvassing. The open house event was held in coordination with the St Johns / St James Safety and Mobility Project, and C-TRAN's Highway 99 VINE project.
- Open house Event was not well attended, though it was well prepared and very well staffed. Community may feel survey fatigue given the high level of projects and programs going on in the city.
- Community feedback from the survey, open house, public comment, community groups and TMC members shared many of the same concerns.

Next Steps for Community Outreach

In the next phase of this project, the team will use what they heard to refine the proposed improvements and create a preliminary Striping Plan and Corridor Design.

The refined improvements will be shared with the public through a website update and outreach via email. From there, the team will present the preferred design option to the TMC in June and again in July for a public hearing for the TMC to provide a recommendation to City leadership to inform their decision-making.



Project schedule.

To stay informed:

- Visit the project website for more information and sign up for email updates: <https://www.beheardvancouver.org/uppermain>
- Contact Maggie Derk, Senior Transportation Planner and project lead: maggie.derk@cityofvancouver.us

Appendix A: Online Survey Results

75 of the survey respondents completed the open-ended survey question: “Do you have any other comments that you’d like to share with the Upper Main Street Project team?” These responses were organized by the following categories:

- Bikes and Small Mobility (27)
- Pedestrians (18)
- Concerns about congestion (impacts to vehicles) (11)
- General Support (8)
- Concerns about vehicle speeds (5)
- School access (4)
- Transit access (1)

Note: Some responses may fall into multiple categories.

Most respondents supported investment in bike and pedestrian facilities and improving access to area schools and transit stops along Upper Main Street. Some respondents shared concerns about how the proposed design concepts and reconfiguration of Main Street might cause congestion for vehicles on the corridor. Additionally, some respondents shared their interest in improving safety on Main Street by slowing vehicle speeds.

Appendix B: Results from the Community Open House on April 17, 2024

The community open house was held at Discovery Middle School and co-hosted with the St Johns / St James Safety and Mobility and C-TRAN Highway 99 VINE BRT projects. The open house was set up with 6 engagement stations with informational poster boards for community members to respond to and annotate with post-its. Each station was staffed by a project team member to engage with community members.

Station 1: Corridor-Wide

Which locations do you support adding a new marked crossing on Main Street? (no votes received)

- South side of 28th Street intersection (north of Dairy Queen)
- North side of 31st Street intersection (across from VSAA)
- South side of 35th Street intersection (north of PeaceHealth Medical Center)
- South side of 37th Street intersection (south of Safeway)
- None of these
- Comments:
 - *"The big draw is the 37th & 38th area. Safeway, Papa Murphys, food cart, NB bus stop."*
 - *"People don't want to go south to the existing 36th St crossing and end up crossing without a signal. People want to cross around 38th to avoid traffic on 39th"*
 - *"Please coordinate walkways with the CTRAN stop."*
 - *"We avoid Main Street north of 28th or so because cars are too close."*

Which locations do you support adding a median island to improve crossing safety?

- At the proposed 28th Street crossing (north of Dairy Queen) (1)
- At the proposed 31st Street crossing (across from VSAA) (1)
- At the proposed 35th Street crossing (north of PeaceHealth Medical Center)
- At the existing & proposed 37th Street crossings (south of Safeway) (2)
- None of these
- Comments:
 - *"37th Street crossing needs better crossing so people stop."*
 - *"[median islands] can really help – gives you a place to rest and wait!"*
 - *"Please look into New Zealand's "pedestrian refuge island" crossings – they're brilliant! Pedestrian refuges redirect walkers to face oncoming traffic"*

How supportive are you of adding Business Access and Transit (BAT) Lanes along Upper Main Street? (no votes received)

- Strongly Oppose

- Oppose
- Neutral
- Support
- Strongly Support
- Comments:
 - *“Where are the Bike Lanes?”*
 - *“Sidewalks are very narrow! Cars feel very close.”*

Station 2: Segment 1 (Fourth Plain Boulevard to 29th Street)

Proposed improvements in Segment 1 include:

- Relocate the existing crossing on the north side of the 29th Street intersection to the south side to improve visibility of people using the crosswalk.
- Remove the northbound dedicated left turn lane and add a median island. This would help calm traffic and allow pedestrians to only cross one direction of traffic at a time.

Community members were asked to share their level of support for these proposed improvements in Segment 1.

How supportive are you of these changes?

- Strongly Oppose
- Oppose
- Neutral (1)
- Support (1)
- Strongly Support
- Comments:
 - *“Bike Crossing at 29th going eastbound from Columbia.”*
 - *“Why not add a marked crosswalk crossing at 29th and Main?”*
 - *“Fourth Plain and Main: This crossing wait time is too long! I avoid it whenever I can.”*
 - *“Do not like only one E-W Crossing. Should be four marked crosswalks.”*
 - *“Traffic is heavy in this area. Not comfortable for walking. Need wider sidewalks, slower speeds.”*
 - *“RE: 29th Street proposed intersection improvements: Narrow sidewalks, close to vehicle travel lane. Consider Z / zig-zag with ped refuge island.”*

Station 3: Segment 2 (29th Street to 33rd Street)

Proposed improvements in Segment 2 include:

- Remove one northbound (toward I-5) through lane and keep the dedicated left turn lane at the 29th and 33rd Street intersections. This would reduce the number of travel lanes pedestrians must cross and provides space to add median islands at some crossings or widening sidewalks in the future.

Community members were asked to share their level of support for these proposed improvements in Segment 2.

How supportive are you of these changes?

- Strongly Oppose
- Oppose (1 vote)
- Neutral (1 vote)
- Support (1 vote)
- Strongly Support
- Comments:
 - *"I love the blinking light at the [cannabis] store. It feels safer to cross."*
 - *"*Oppose* Not excited about 2 lanes in each direction. One lane in each direction would be good. I bike and low traffic makes it easier. Bike lane – be nice to have! Main St – most efficient and easy route."*
 - *"VSAA and Discovery Students should have a more convenient way to move."*
 - *"Pedestrian Crossings wherever bus stops – the VINE follow the bus stop."*
 - *"Widen Sidewalks northbound."*
 - *"Good to have more crosswalks. Slows down the cars."*
 - *"36-39th pedestrian wait times are higher so people don't expect that."*
 - *"*Neutral* Eliminate left turn on 33rd. Want bus lane on northbound like southbound not northbound."*
 - *"*support* 33rd - left-hand signal is silly. Should be blinking. No buffer for sidewalks."*
 - *"33rd St should connect directly to Main St, not through F St."*
 - *"What kind of transportation service does Vancouver School of Arts and Academics have? Most kids get dropped off and that creates back up on F Street (future neighborhood greenway)"*

Station 4: Segment 3 (33rd Street to 39th Street)

Proposed improvements in Segment 3 include:

- Remove one northbound (toward I-5) through lane and keep the dedicated left turn lane at the 33rd and 39th Street intersections. This would reduce the number of travel lanes pedestrians must cross and provides space to add median islands at some crossings or widening sidewalks in the future.
- Widen remaining travel lanes approaching the 39th Street intersection to accommodate buses and large trucks.

Community members were asked to share their level of support for these proposed roadway reconfigurations in Segment 3.

How supportive are you of these changes?

- Strongly Oppose

- Oppose
- Neutral (1)
- Support
- Strongly Support (1)
- Comments:
 - *“Senior Centers nearby... Some health centers are closing (south of 33rd)”*
 - *“Crosswalk at 38th! Bus stop, Safeway, destinations. Light is slow at 37th.”*
 - *“On 39th: Traffic gets blocked up all the way to H Street.”*
 - *“39th needs wider sidewalks, it has too much congestion! Makes it really the problem area.”*
 - *“33rd-37th on Columbia is steep. I’d prefer to use F Street on my bike.”*
 - *“I want to be able to cross 37th on my bike. It’s a dog leg, so that’s challenging.”*
 - *“Eliminate left turn at 33rd and 39th for NB and SB.”*
 - *“Needs to be one lane in each direction...just like the rest of Main St.”*
 - *“People coming from NW want to have a 38th Street crosswalk.”*
 - *“Buffer sidewalks”*
 - *“N on Main left is hard at 33rd. Need a blinking yellow.”*
 - *“Use the crosswalk for Safeway. Crosswalks should slow cars.”*
 - *“Survey feedback: The description was below options, with no option to say, “none of the above.””*

Station 5: Segment 4 (39th Street to 45th Street)

Proposed improvements in segment 4 include:

- Remove one northbound (toward I-5) through lane and keep the left turn lane.
- Widen the remaining travel lanes to accommodate buses and large trucks.
- Add a physically separated two-way multi-use path on the east side of Main Street between 40th Street and the Discovery Trail. Nearby parallel routes (protected mobility lanes on Columbia Street and the future Neighborhood Greenway on F Street) can be used to access destinations south of 40th Street.
- Improve the crossing at 39th and F Streets with a rapid flashing beacon, a median island and barriers that allow people using active transportation to pass through but prevent neighborhood cut-through traffic.
- Add wayfinding signage to help people navigate multi-use path connections.

Community members were asked to share their level of support for these proposed improvements in Segment 4.

How supportive are you of these changes?

- Strongly Oppose
- Oppose
- Neutral
- Support (1)

- Strongly Support
- Comments:
 - *“Longer signal timing for southbound left turn”*
 - *“Sidewalk along the west side near WSDOT property overgrown with blackberries.”*
 - *“Would love to be able to get east/west through the WSDOT property.”*
 - *“Concerns about traffic congestion if removing the NB lane; lots of parents taking their kids to Discovery via Main Street.”*
 - *“At 39th and F Street, lots of traffic stops in the crosswalk. Need signage or roadway markings to deter this.”*

Station 6: Segment 5 (45th Street to city limits)

Proposed improvements in Segment 5 are not yet finalized, but include:

- Working closely with Clark County to ensure there is consistent and comfortable mobility lane treatment.
- C-TRAN will be adding a new bus rapid transit station at 45th Street

Community members were asked to share their level of support for these proposed improvements on Segment 5.

How supportive are you of these changes?

- Strongly Oppose
- Oppose
- Neutral
- Support (1)
- Strongly Support
- Comments:
 - *“Shift crossing at the north side of Ross Street to the south side of the intersection; better connection to Discovery Trail.”*
 - *“45th is narrow and in bad condition for bikes. County road so not within the City’s jurisdiction. Focus on Columbia.”*

Appendix C: Title VI Engagement Summary

Below is a description of how the project team reached Title VI populations along the corridor and how the proposed safety and mobility recommendations for Upper Main Street will affect Title VI populations during each phase of the project.

Phase 1

During Phase 1, the project team engaged with Title VI populations through:

- **Community Survey and Map:** A survey and interactive mapping activity was launched to gain insight into community values and desired improvements along the Upper Main Street corridor. The survey and interactive map were made in both English and Spanish. The survey was posted online at the Project BeHeard website, which included Spanish descriptions on how to access the survey.
- **Promotional Materials:** The project team developed bilingual project materials to encourage community members to take the survey. These materials included a project fact sheet, canvassing flyer, and a mailer. The latter was sent to residential and commercial addresses within 1/3 mile of the Upper Main Street corridor.
- **Community Conversations:** The project team went out to community gathering places along the corridor to engage with people where they already are. The locations included attending 9 meetings or events, 1 tabling event, 135 community members involved, including 6 organizations, and 4 neighborhood associations.
- **Culturally specific outreach:** The project team reached out to the Latino Community Resource Group and Hispanic Metropolitan Chamber to better reach Spanish-speaking community members.
- **Business Canvassing:** The project team conducted a canvassing effort early into the project to spread information about the project and promote the community survey. The team reached 40 businesses and community destinations along the corridor.

The information gathered during Phase 1 was then considered by the project team as they developed a set of proposed safety and mobility improvements along Upper Main Street.

Phase 2

During Phase 2, the project team took steps to reach Title VI populations in the following ways:

- **Community Survey:** A survey was launched to gather feedback on the proposed design concepts for safety and mobility improvements along Upper Main Street. The survey was posted online at the Project BeHeard website. The survey was translated into Spanish.

- **Promotional Materials:** The project team created bilingual engagement materials to encourage community members to take the survey. The project team created bilingual project fact sheets and canvassing flyers. Surveys from phase 1 and phase 2 were both posted in English and Spanish. Calls to action on BeHeard were provided in both English and Spanish as well.
- **Outreach to culturally specific organizations:** The project team connected with two culturally specific organizations to reach Spanish-speaking community members: the Hispanic Metropolitan Chamber and the Latino Community Resource Group.
- **Multifamily Residence & Business Canvassing:** The project engaged in multifamily residence canvassing at 4 multifamily properties advertising the survey in English and Spanish. The team also dropped off flyers at 28 local businesses and community destinations.

The findings from engagement and outreach with impacted Title VI populations will be considered by the project team as they refine the proposed improvements and create a 30% Striping Plan.

Effects of Proposed Improvements on Title VI populations

This section will be completed once the project recommendations are finalized.