



TSP and TDP Goals & Objectives Survey Results Summary

Prepared for

City of Corvallis

Prepared by

JLA Public Involvement

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Overview

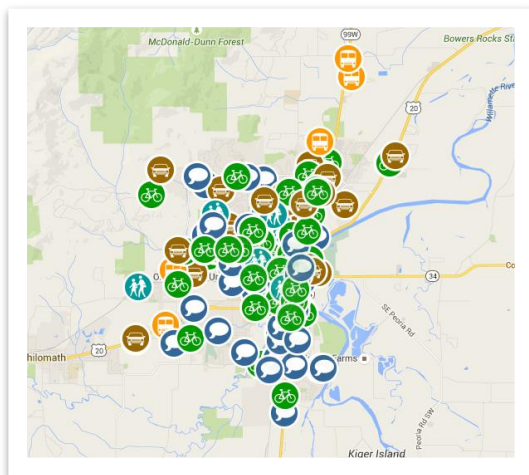
The City of Corvallis developed a survey to collect public input in July 2015. The survey was aimed at getting feedback on the draft goals and initial strategies for achieving those goals for the Transportation System Plan (TSP) and Transit Development Plan (TDP) projects. The TSP and TDP goals will provide the project team with direction throughout the project and continue to guide the City after the plans have been adopted. The draft goals were developed based on a review of other important community and regional planning documents and Steering Committee feedback.

This report includes a summary of outreach and public comments received through the following forums and events:

- Online and paper surveys received between July 13 and August 2, 2015.
- Information booths at community events in July 2015.

Survey Format

The public survey was made available online in an interactive format that allowed participants to post comments that were viewable to other community members. The same questions were also made available in a paper format. Both formats were available in Spanish.



The survey asked for input on the project goals and initial strategies for achieving those goals, input on how people currently get around and what may change their travel behavior, and feedback on issue areas via an interactive comment map. A total of 274 surveys were submitted either online or at community events.

Notification

The following forms of notification were used to invite people to complete the survey:

- **Project website announcement** – The website prominently announced the launch of the online survey and invited people to participate. The website received almost 600 page views in July 2015, with 77% of the visitors being new visitors.
- **Stakeholder email announcement** – Two emails were sent to approximately 330 project stakeholders. The first announcement (sent July 14) informed stakeholders that the survey was live, available in Spanish, and could also be completed online or in person at the staffed community events. Links were provided to English and Spanish

online surveys. This email was opened by 50% of the subscribers. The second email (sent July 29) was a reminder to complete the survey before it closed and also provided survey links. This email was opened by 39% of the subscribers. These emails were also distributed to all City of Corvallis and Benton County employees. *(Note: According to MailChimp, the average open rate for email campaigns for the government industry is 27%).*

- **Community events** – The project team hosted informational booths to promote the survey at the Corvallis Farmer’s Market, Benton County Fair, and Corvallis Family Table Meal Nite.
- **Social media** – The survey was advertised via the project Facebook and Twitter accounts throughout the survey’s duration. There were a total of 8 posts pushing the survey on Facebook and 15 posts on Twitter – including some in Spanish. Many of the tweets and posts were retweeted and/or liked by community members.
- **Survey distribution** – Hardcopies of the survey were left at Corvallis City Hall, the Library, Senior Center, and Benton County Health Department.

Information Booths

Project staff hosted information booths at the Corvallis Farmers Market (July 15 and 18) and Benton County Fair (July 31). Staff talked to approximately 175 people at these events. In addition, staff attended Corvallis Family Table Meal Nite (July 23).

Staff members encouraged participants to take the survey either online or at the event. The survey was available in English and Spanish. Nearly 20 people completed the survey at these events.

Most people at the events were interested in the project and provided general feedback on how they get around and current obstacles to travel in Corvallis. In addition, a large map of Corvallis was displayed and community members were encouraged to indicate troublesome areas or solution ideas to consider in the TSP and TDP processes.

A Spanish interpreter was available at Family Meal Night, which led to several productive conversations between City staff and Spanish-speaking community members.

Summary of Survey Results

The survey was completed by 274 respondents online and at community events. It was organized into three main sections (TSP and TDP Goals; Getting Around; and General Comments) with an additional set of demographics and contact information questions. The key themes included in this summary were developed from recurring responses, ideas and issues submitted by the survey participants.

Note: *A complete list of all open-ended survey comments is provided in the Appendix. All survey participant contact information has been deleted for privacy purposes.*

TSP and TDP Goals

One of the primary purposes of the survey was to get feedback on the draft project goals and initial strategies to achieve those goals. Participants were asked how acceptable each of the draft goals and initial strategies are and what changes staff should consider via a multiple choice question. Answer options included Yes, Acceptable; Yes, with changes; No, Unacceptable, and Unsure. Those who responded that changes were necessary were provided with a comment box to provide additional feedback.

Overall, participants responded that the goals included in the survey are acceptable.

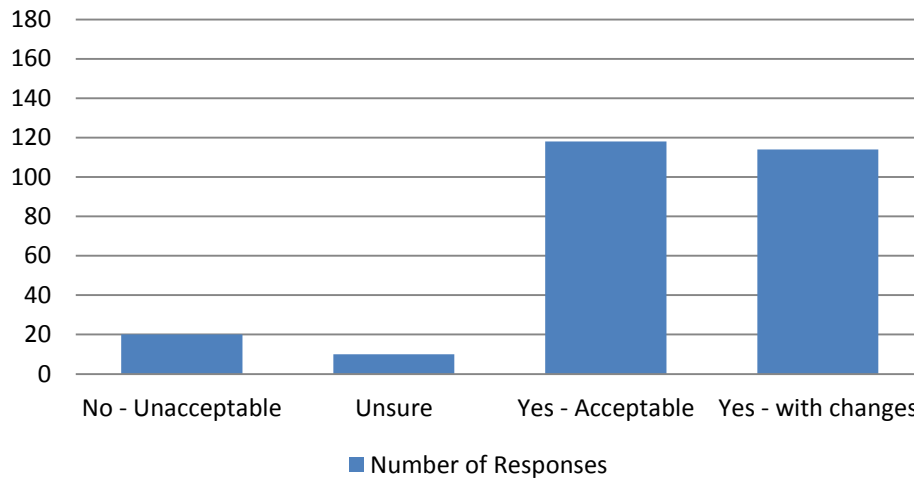
That said, changes, additions and further considerations were submitted and are summarized below for each goal.

Goal 1: Economic Vitality

Provide an efficient transportation system that supports economic vitality by facilitating the local and regional movement of people and goods.

A total of 262 people provided feedback on how acceptable draft Goal 1 and its initial strategies are. The majority of participants found Goal 1 acceptable either as is (118 responses, 45%) or with changes (114 responses, 43%). (See chart on next page)

Goal 1 Acceptability



More than 190 comments were submitted about Goal 1. The following are the key themes from these comments.

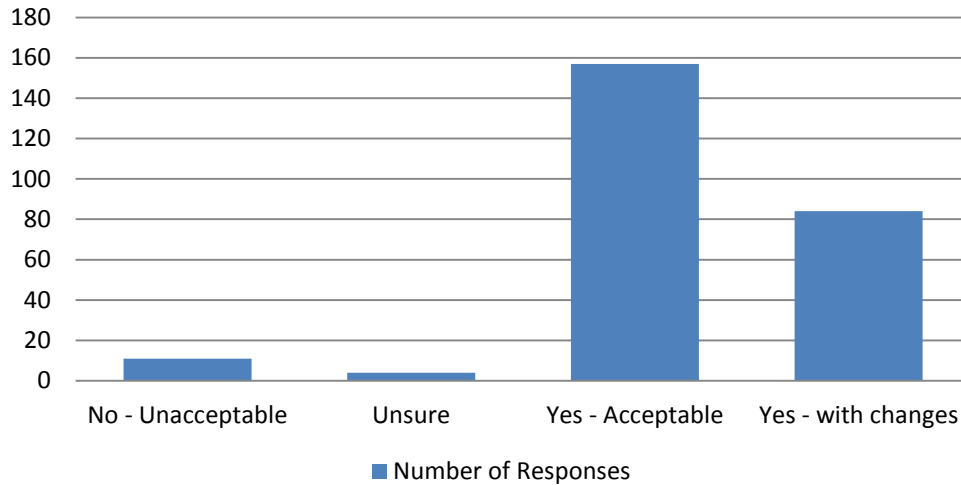
- *Suggestions for bike and pedestrian solutions, including new connections and facilities.*
- *Expand transit service, including adding more routes and providing Sunday service.*
- *Downtown parking comments ranged from support of a parking garage to the desire for no additional parking to encourage fewer cars on the road so parking would not be an issue.*
- *Economic Vitality appeared to be the most important goal because it was listed first in the survey and some didn't think it should be first.*
- *Walkability was mentioned in the Goal 1 strategies but there was no mention of bikes, transit etc.*
- *Affordable housing is tied to transportation issues – if people could afford to stay in town versus commuting in, then they could use the transit system rather than a car.*
- *Walking downtown was currently fine and doesn't need improving.*

Goal 2: Health and Safety

Provide a transportation system that enhances the health and safety of residents.

A total of 256 people provided feedback on how acceptable draft Goal 2 and its initial strategies are. The majority of participants found Goal 2 acceptable either as is (157 responses, 61%) or with changes (84 responses, 33%). (See chart on next page)

Goal 2 Acceptability



Almost 150 comments were submitted by participants about Goal 2. The following are the key themes from these comments.

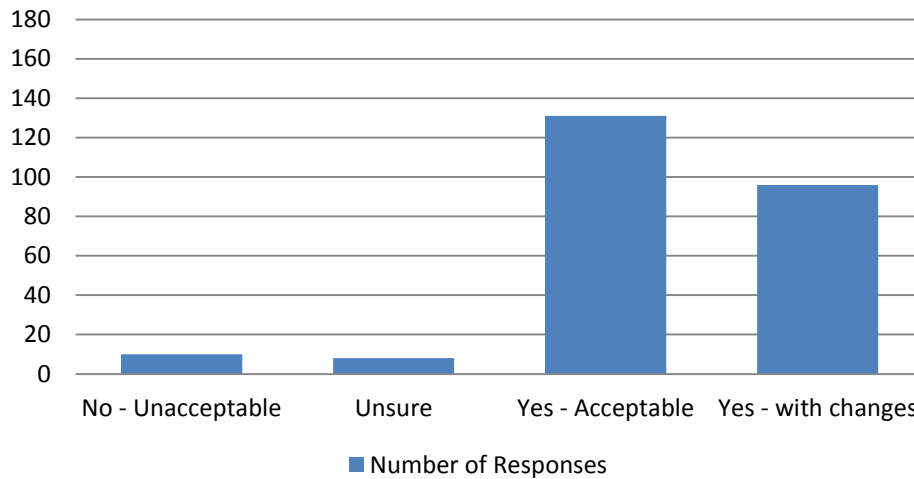
- *Educate on and enforce laws for both bikes and drivers.*
- *More amenities that make using alternate transportation modes more pleasant – for example, covered transit stops, landscaping and other features.*
- *Provide more lighting – for example, street lighting, public-space lighting, and crossing beacons.*
- *Better separation between bikes/pedestrians and cars.*
- *Multi-use connection to Albany.*
- *Support for expanded transit service; including a wider service area (north and south Corvallis), hours of service (Sunday and later at night), and frequency.*
- *Keep travel speeds low.*
- *Keep bike lanes clear of parked cars and debris.*
- *Provide more marked crosswalks.*
- *Conflicts between cars and bike lanes were identified in specific areas.*
- *Equity and access should be a priority.*
- *Allow bikes and scooters to trigger traffic signals.*

Goal 3: Diversity and Accessibility

Provide a diversified and accessible transportation system that ensures mobility for all members of the community and provides viable alternatives to automobile travel.

A total of 245 people provided feedback on how acceptable draft Goal 3 and its initial strategies are. The majority of participants found Goal 3 acceptable either as is (131 responses, 54%) or with changes (96 responses, 39%). (See chart on next page)

Goal 3 Acceptability



Almost 150 comments were submitted by participants on things that the project team should consider with Goal 3. The following are the key themes from these comments:

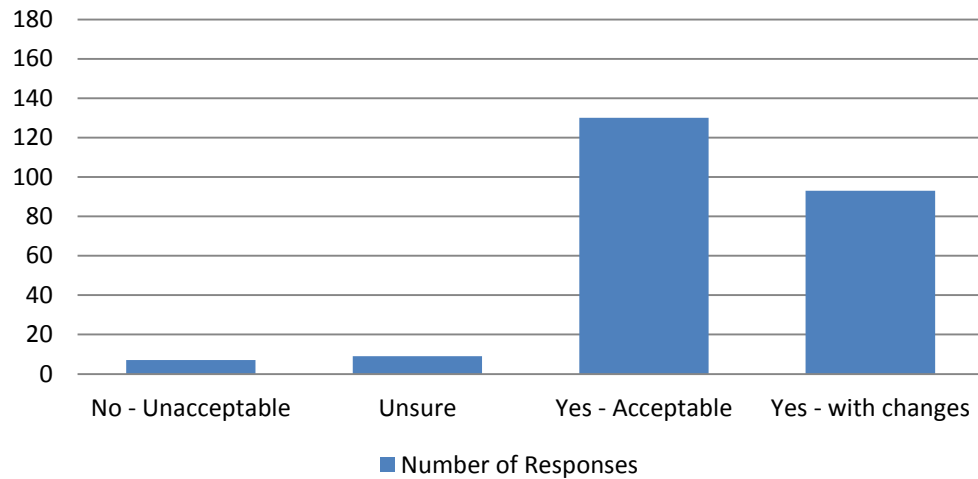
- *Expand transit service; specifically, include a wider service area (north and south Corvallis), hours of service (Sunday and later at night), and frequency.*
- *Strong desire for regional connectivity, especially between Albany and Corvallis through mass transit or alternate modes – bus or rail options and bike paths/trails.*
- *Generally, there is not a lot of support among participants for making the Corvallis Airport a priority and many felt that the Eugene Airport should be the regional facility.*
- *Expand Park and Ride facilities to promote regional connectivity.*
- *Use smaller mini-busses for efficiency. Some participants would be willing to pay for service if it was expanded.*
- *Promote accessibility for people with disabilities.*
- *Don't discourage vehicle use; those with disabilities, the elderly and people transporting children rely on driving.*
- *Need to translate key information into Spanish.*

Goal 4: Responsible Stewardship

Provide a sustainable transportation system through responsible stewardship of financial and environmental resources.

A total of 239 people provided feedback on how acceptable draft Goal 4 and its initial strategies are. The majority of participants found Goal 4 acceptable either as is (130 responses, 54%) or with changes (93 responses, 39%). (See chart on next page)

Goal 4 Acceptability



123 comments were submitted about Goal 4. The following are the key themes from these comments:

- *Add parking garages at OSU and downtown.*
- *Provide a new Park and Ride facility.*
- *Increase capacity of the transportation system for transit, bike and pedestrians.*
- *Too much content among the strategies and that they needed to be pared down and prioritized.*
- *Some comments suggested biking, walking and transit should be prioritized and driving should be discouraged, while others specifically said that driving should not be discouraged.*
- *Interest in making the bus fee-based and not free.*
- *Focus on the use of environmental materials and approaches (water reduction; protect waterways, solar infrastructure, impervious materials).*
- *Maintain existing assets before taking anything new on.*
- *Reduce speeds in neighborhoods and manage parking.*
- *Seismically retrofit bridges and transportation infrastructure.*

Goals – General Comments

In addition to comments specific to each of the goals, participants also provided 70 general comments relating to all of the project goals and strategies. The following are the key themes from those comments.

- *Providing multi-modal options was important.*
- *Better access and connectivity to and from specific areas – especially S. Corvallis.*
- *OSU's impact on surrounding neighborhood parking as an issue that needs to be resolved. A garage to accommodate OSU parking was suggested.*

- *Make strategies more specific and less vague. Some commenters were concerned that the goals were too broad and would like strategies to be pared down to what would be attainable.*
- *There was some concern about not following the Healthy Streets plan.*
- *Improving regional connectivity was a frequent comment throughout all the goals – especially connectivity to Albany.*
- *Some questioned the “barriers to neighborhoods” language and were concerned that opening neighborhood streets up to through traffic would have negative impacts.*
- *There was some concern about specific strategies being beyond the scope of transportation – for example, vibrant spaces and social interaction.*

Getting Around

The survey asked questions that address transportation options throughout the Corvallis area, asking for feedback on what would change travel behavior. The following is a summary of participant responses.

Transportation Investments Priorities

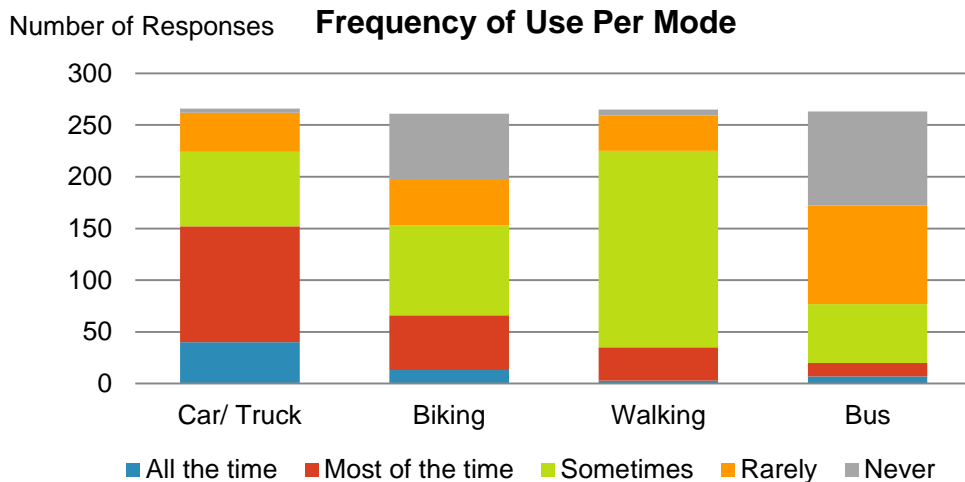
This question asked participants to help the team prioritize transportation investments by prioritizing outcomes on a scale of 1 – 9, where 1 was their top priority. 104 participants responded to this question and the following list shows the final prioritization of outcomes based on all participant responses.

The top three transportation investment priorities according to survey results should be: Making transportation safe and reliable (top priority), keeping existing facilities in good repair (second top priority), and finally, reducing dependence on fossil fuels (third top priority).

Participants' Ranking	Outcome
1	Make transportation safe and reliable
2	Keep existing facilities in good repair
3	Reduce dependence on fossil fuels
4	Promote public health
5	Improve air quality/reduce greenhouse gas emissions
6	Provide efficient access to jobs and educational opportunities
7	Expand business access to customers and markets
8	Decrease household transportation costs
9	Maintain business' efficient and cost effective access to products

Frequency of Use per Mode

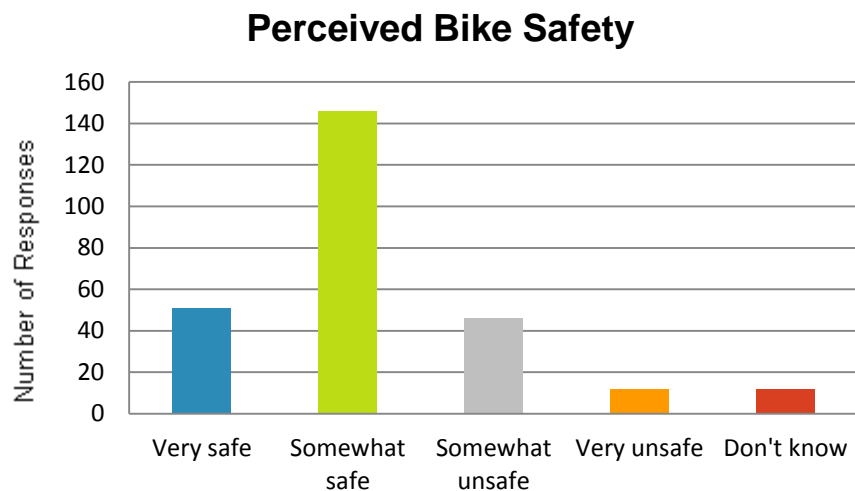
Participants were asked to indicate how frequently they get from one place to another by either driving or riding in a car or truck; riding a bike; walking; or taking the bus. The following chart shows the summary of 278 participant responses.



The majority of respondents get around by driving or riding in a car or other personal vehicle; 40 participants use this mode “all of the time” and 112 participants use it “most of the time.” Conversely, respondents indicated that the least used mode of transportation is the bus; 95 participants use this mode “rarely” and 91 participants never ride the bus.

Riding a Bike in Corvallis

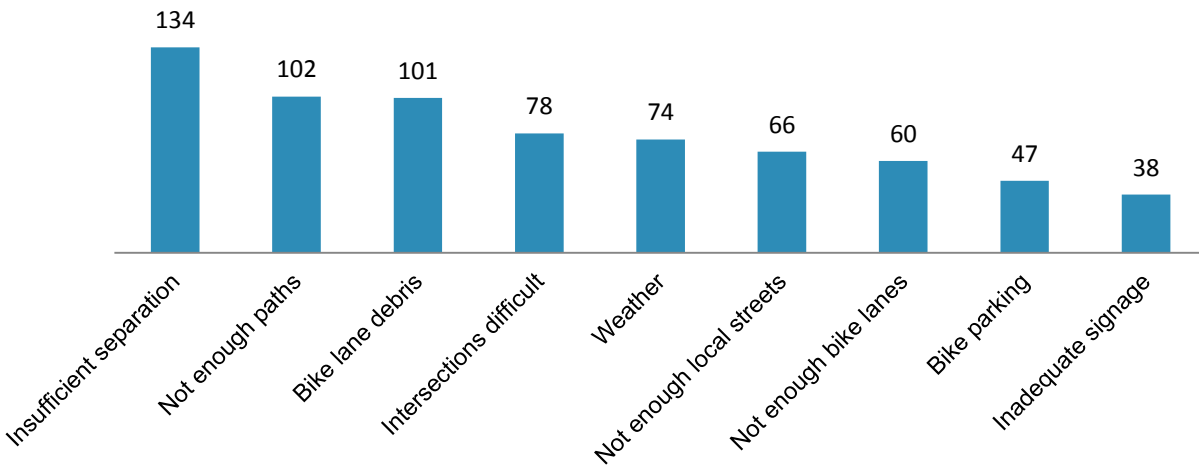
Participants were asked a series of questions about biking in Corvallis. The first question asked how safe it is to ride a bike in Corvallis. The majority of participants responded that it is either very safe (51 responses, 19%) or somewhat safe (146 responses, 55%).



The second question asked participants to indicate the main barriers to biking in Corvallis. Responses show that the top barrier is that there is not enough separation between bikes and

cars (134 responses). The next top reasons are that there are not enough off-street paths (102 responses) and that bike lanes are not clear of debris (101 responses).

Barriers to Biking

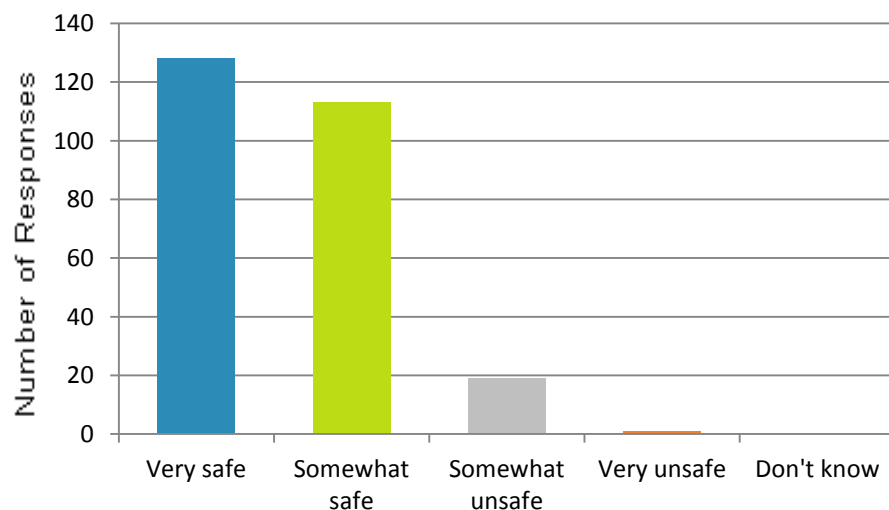


This question also encouraged people to share other reasons for why biking in Corvallis may be a challenge. Participants shared challenges that include: **cyclists and drivers do not follow the rules of the road** (29 comments); **safety and visibility are concerns** (16 comments), and **current biking facilities are inadequate or don't connect to where they need to go** (16 comments).

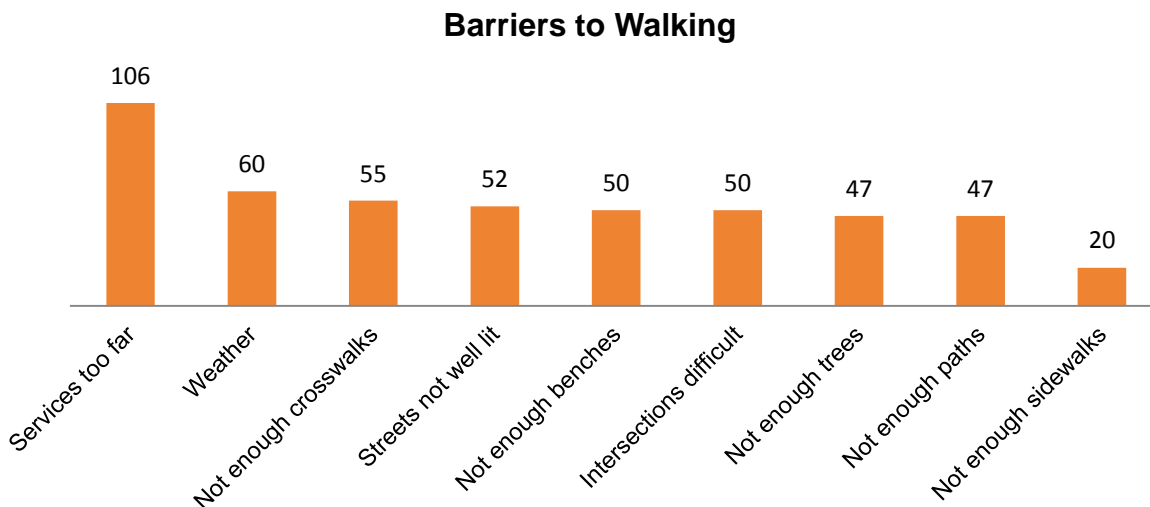
Perceived Pedestrian Safety

Walking in Corvallis

Participants were asked a series of questions about walking in Corvallis. The first question asked how safe it is to walk in Corvallis. Overall, the majority of participants feel that it is safe to walk in the city. 49% responded (128 responses) that it is very safe and 43% (113 responses) responded that it is somewhat safe.



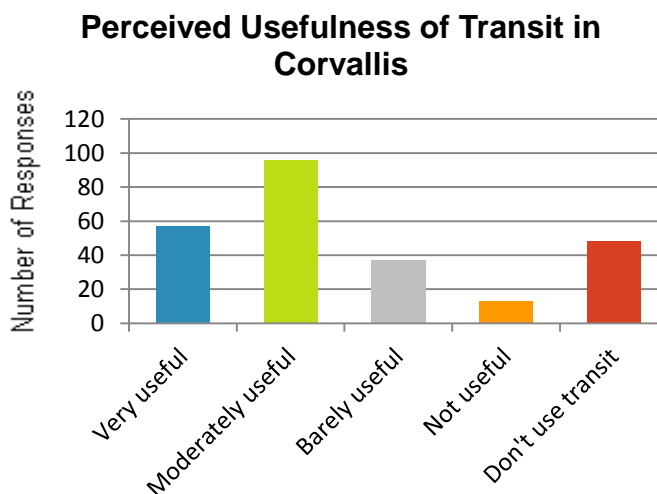
The second question asked participants to indicate what the main barriers are to walking in Corvallis. Responses show that the top barrier is that services and places are too far from their home (106 responses). The next top reasons were the weather (60 responses) and that there are not enough crosswalks or safe pedestrian crossings (55 responses).



This question also encouraged people to share other reasons for why walking in Corvallis may be a challenge. Participants shared several reasons, including that **it isn't safe** (includes comments about visibility and crime) (13 comments), that **sidewalks and crosswalks are poorly maintained** (10 comments), **there are not enough crossings** (8 comments), and that **drivers are reckless** (7 comments).

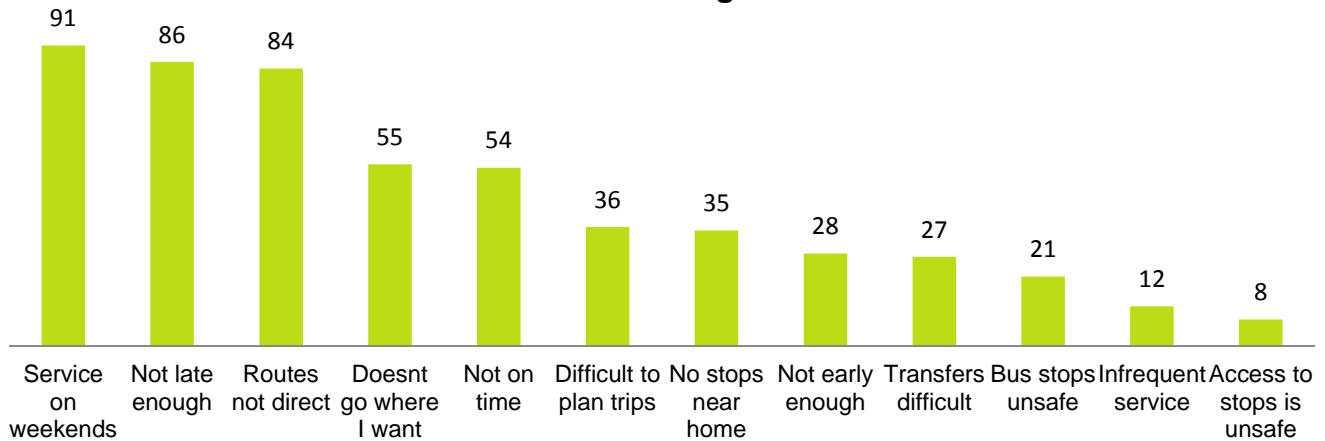
Using Transit in Corvallis

Participants were asked how useful transit is as a transportation option in Corvallis. Respondents indicated that transit is generally useful, with 23% (57 responses) stating it is “very useful” and 38% (96 responses) stating it is “moderately useful”.



Participants were asked what the main barriers to transit are. The number one barrier to using transit in Corvallis for participants is that there is not enough service on the weekends (91 responses). In addition, respondents stated that the buses don't run late enough (86 responses) and that the routes are not direct, increasing transit travel time (84 responses).

Barriers to Using Transit



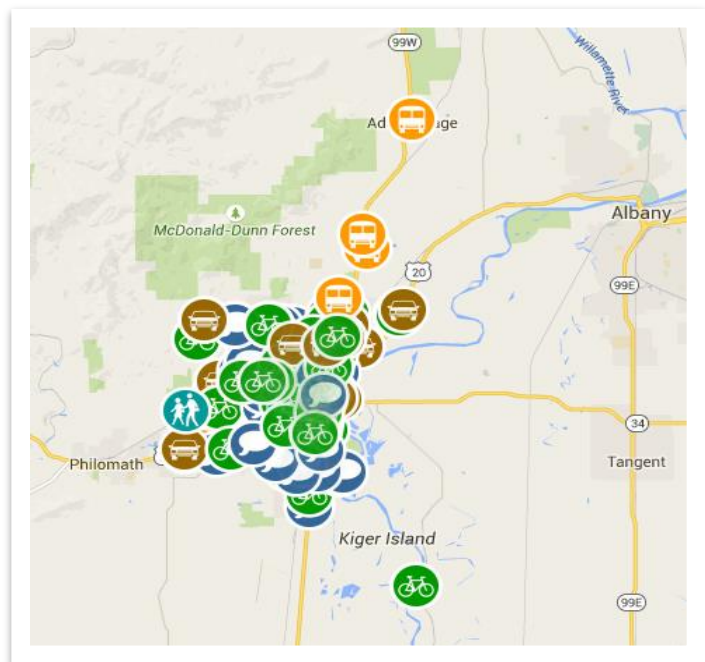
In addition, people submitted other barriers to riding transit in Corvallis, which included that it **takes too much time** (12 comments), that the **current service provided doesn't match travel needs, including limited service and not servicing certain destinations** (10 comments) and that the buses are **too crowded** or that **there are people on the bus that they would rather not travel with** (6 comments).

Map Comments

A total of 278 comments were submitted on an interactive Google comment map. Participants were able to designate a mode and location for each of their comments and were encouraged to comment and respond to each other's comments.

The locations that received the most comments are the following, in order of frequency:

1. **Harrison Boulevard at several intersections** (Kings, Campus Way, and 36th)
2. **Circle Boulevard at several intersections** (99W and Walnut appear to have the most conflicts)
3. **9th Street at several intersections** (Harrison, Van Buren, and Polk)
4. **Van Buren Bridge**
5. **South Town**



Comment Map Key Themes

The following are key themes from the responses received on the comment map:

Intersections are a Challenge for Cyclists

- *Traffic signals don't change when a cyclist is waiting at the intersection.*
- *Adding bike boxes or other solutions can bring better awareness to cyclists at intersections.*

Bike Boulevards / Dedicated Roads for Biking

Convert certain streets into bike boulevards or remove vehicle traffic all together in order to create safe bike connections.

Railroad Crossings

Improve paving and markings for the safety of cyclists crossing railroad tracks.

Right-of-Way Conflicts

There were 16 locations where participants indicated it wasn't clear who had the right of way between bikes and motor traffic.

Trails

Build a multi-use path along Willamette River, with connections to other trails.

Neighborhood Streets Serving as Collectors

Multiple neighborhood streets were raised as issue areas because motor vehicle traffic used them to bypass congested areas.

Schools

Areas near schools were identified as needing traffic calming and/or lower speed limits during school hours.

Transit

- *It is hard to connect to downtown, OSU and LBCC from north Corvallis.*
- *7 locations were listed as potential Park and Ride locations.*

South Town

- *This part of town needs more routes in and out of the area.*
- *Additional connections would support the business community in South Town.*

Downtown

- *Bike and pedestrian connections were identified.*
- *Parking spaces are not long enough, causing cars to hang into the bike lanes and traffic lanes and this is a visibility and safety issue.*
- *Drivers don't stop for pedestrians at crosswalks or see cyclists.*

OR 99W

- *Speeds are too high on OR 99W through town.*
- *Reduce OR 99W to one lane in either direction and add bike lanes.*

Van Buren Bridge

- *The bridge must be replaced or a bypass built in order to address congestion.*
- *Prioritize funding to improve the bridge.*
- *Consider multi-modal options for the bridge.*

Campus Way

- *Improve bike connections to Campus Way and pedestrian crossings at intersections along Campus Way.*

Harrison Boulevard

- *Speeds are too fast and not safe for cyclists.*
- *This street experiences a lot of congestion and some traffic signals took too long to change.*

Circle Boulevard

- *Circle has fast-moving traffic and dangerous intersections, making it an uncomfortable place to bike.*
- *The crossings at the intersection of OR 99W and Circle are dangerous.*

General Comments

The survey concluded with a question asking for any other general comments on the City's transportation system. Overall, the comments were similar in nature to those already received on the goals and map. The following summarizes these comments:

All Modes

- *People are generally impressed with the overall system, especially when compared to other similarly sized cities*
- *Planners should think about future growth and being more progressive with transportation planning.*
- *Maintain the existing system.*

Transit

- *Provide service in the evenings and weekends and/or service that is more reliable.*
- *Comments were divided on free bus service. Some indicated that they relied on it and that it is a great service to the community, while others felt it should be paid for by the users.*
- *Avoid bus routes that are loops and consider more direct route designs.*

- *More frequent out-of-city transport would be helpful. More frequent travel from Corvallis to Albany, for example, would help cut down on motor vehicle traffic in Corvallis, since many people work in Corvallis and live in surrounding areas.*

Land Use

- *Design for better walkability and connection to services.*
- *Land use needs to be tied to transportation planning for connectivity and environmental reasons.*

Bike and Pedestrian Facilities

- *Improve overall bike facilities and connectivity.*
- *Find ways to make Corvallis less auto-centric and more bike and pedestrian focused.*
- *Educate people about the rules of the road, particularly cyclists. Rules of the road need to be better enforced.*

Regional and Local Connectivity

- *Increase north/south and cross-town connectivity, especially to the South Town area.*
- *Improve connections to nearby cities where people live and work.*
- *Connect to passenger rail traveling to Portland.*
- *Improve connections to the Portland Airport.*

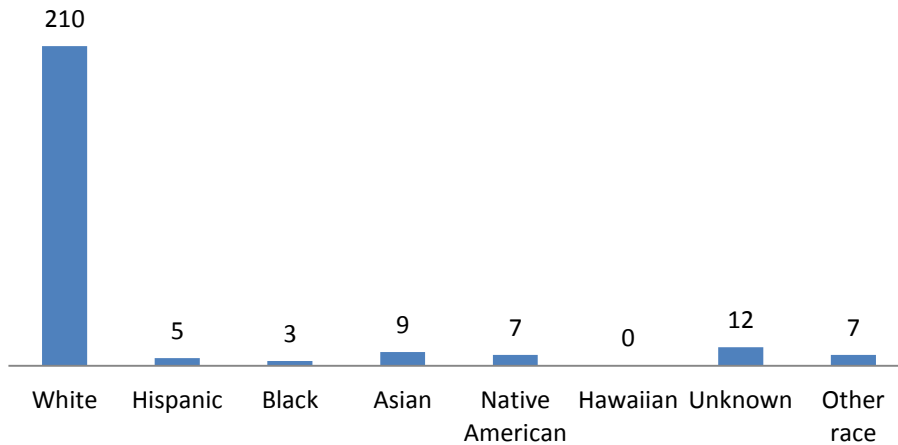
Participant Demographics

Several demographic questions were asked of respondents to provide a better idea of community members reached in the project area. The following is a summary of those responses:

Race/Ethnicity

222 participants completed this question. Of those who responded, the majority self-identified as White (210 participants). Participants also self-identified as Asian (9 participants), Native American (7 participants), Hispanic (5 participants), Black (3 participants), other (7 participants) and some indicated their race as unknown (12 participants). *(See chart on next page)*

Race / Ethnicity

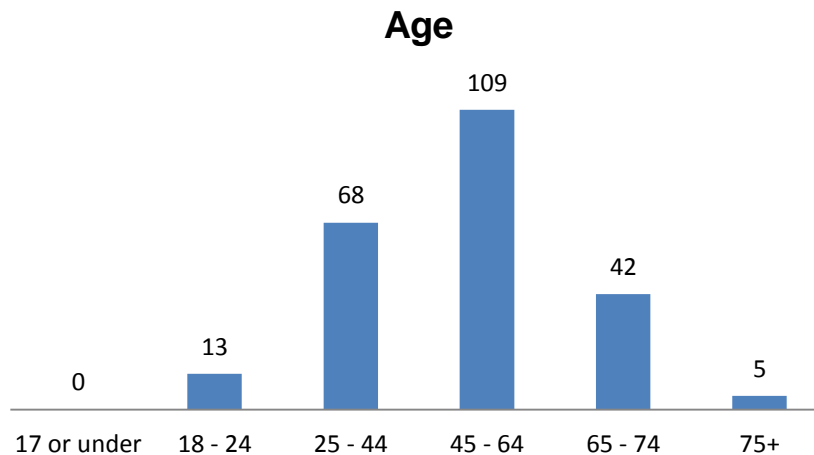


Participant Languages

Participants were asked if they speak any language other than English at home. 51 people responded to this question. Many people selected the “other language” answer choice for this question (42, with the majority of people clarifying that they speak English). Also, several people indicated they use American Sign Language. The second most common response was Spanish (8 participants).

Participant Age

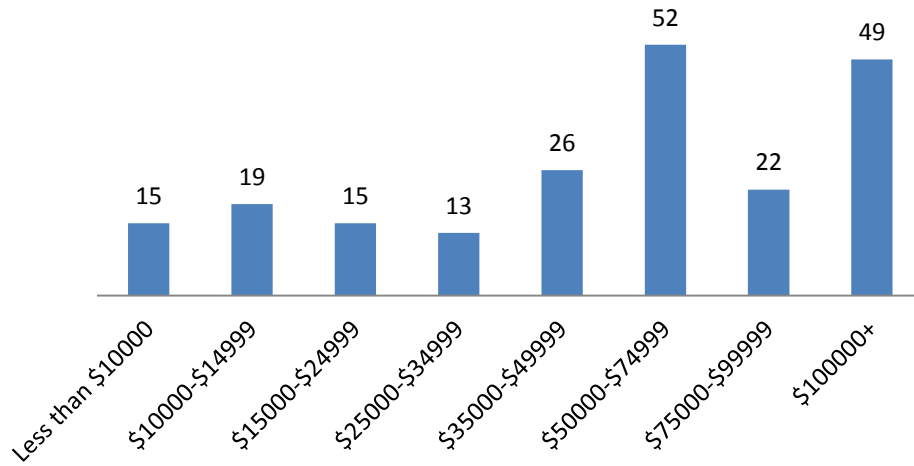
The largest group of respondents was between the ages of 45–64 (109 participants, 46%). The second largest group was between the ages of 25–44 (68 participants, 29%).



Household Income

The largest percentage of participants reported a household income of \$50,000–74,999 (52 participants, 25%); however, participant household incomes fell within all of the income bracket options. (See chart on next page)

Income



Access to an Automobile

Of 245 responses, the majority of people responded that they had access to an automobile (217 responses). 14 people responded that they had access, but not on a regular basis and 14 people responded that they did not have access to a vehicle.