

Steering Committee Meeting

Tuesday, June 9, 2015
5:00 p.m. – 7:00 p.m.
Madison Avenue Meeting Room
500 SW Madison Ave., Corvallis OR 97339



Members Present

Steve Rogers, Chair, *retired City Public Works Director*
Hal Brauner, *City Council Liaison (non-voting)*
Theresa Conley, *OCWCOG, Metropolitan Planning Coordinator*
Nick Fowler, *Economic Development Advisory Board*
Stephan Friedt, *Transit Advisory Board*
Meghan Karas, *Bicycle and Pedestrian Advisory Board*

Roger Lizut, *Corvallis Planning Commission*
Mark O'Brien, *Corvallis Chamber of Commerce*
Juliana Recio, *Access Benton County*
Jay Thatcher, *South Corvallis Neighborhood Association*
Meredith Williams, *OSU Transportation Services*
Sara Hartstein, *Benton County Health Department (Alternate for Tatiana Dierwechter)*

Members Absent

Jeff Barricks, *Safeway Store Manager*

Staff and Project Team

Robyn Bassett, *City of Corvallis*
John Bosket, *DKS Associates*
Thomas Brennan, *Nelson/Nygaard*

Stacy Thomas, *JLA Public Involvement*
Jessica Pickul, *JLA Public Involvement*

Members of the Public and Other Attendees

Dave Bella
Paul Cauthorn
Sheila Lyons
Jim Mitchell
Shelly Murphy

Court Smith
Mary Steckel
Greg Wilson
Valerie Grigg Devis

Welcome and Introductions

Steve Rogers, Steering Committee (SC) Chair, welcomed everyone to the second Corvallis Transportation System Plan (TSP) SC meeting. He introduced members that were unable to attend the first meeting and explained that the committee now has a representative from Benton County Health Department, represented by Sara Hartstein (*alternate for Tatiana Dierwechter*). Steve also introduced Thomas Brennan, Consultant Project Manager, from Nelson/Nygaard, who missed the last SC meeting.

Steve reviewed the meeting agenda and emphasized the goals for tonight's meeting. First, staff would like to bring a final recommendation on the project's Public Involvement Plan to City Council by the end of June, so it is important that the committee provide feedback on the draft plan. It will also be important to get SC feedback during tonight's goals and objectives exercise.

Project Updates

Robyn Bassett, the City's Project Manager for this project, handed out information that outlines the City's public records and public meetings requirements. This information will help SC members understand the City's process.

Tom Brennan reviewed the project schedule and walked the SC through the three project phases and the key outcomes for each of phase. The project is currently in the Understand Phase and the work completed in this meeting will develop the framework for what the team focuses on for the next year.

He also provided an update on what the project team has been working on since the last meeting, including the draft Public Involvement Plan, assessing Corvallis's existing conditions and previously developed plans, and drafting Technical Memorandum #4/5.

Tom emphasized that with these types of projects it is always better to have a fluid process, backed by a set of strong goals. As the project team and committee learns more and begins to evaluate solutions, we may need to go back and revisit the goals. The project team and committee will develop a vision statement later in the process, once we know what the community really wants.

The project team has recently briefed the City Council and the Urban Services Committee (USC) to get input on the process and had a very productive conversation. The project team will share their feedback on the draft goals during the goals and objectives exercise.



Public Involvement Plan Review

Prior to committee review and discussion of the draft Public Involvement Plan, Steve opened the floor up to members of the public to comment on the project's public involvement process. There were no public comments.

In the last meeting, the committee discussed components of the plan, target audiences, and outreach tools to reach the diverse Corvallis community. SC and public feedback was incorporated into the current draft.

Stacy Thomas, Public Involvement Lead, walked the SC through the draft plan. The following is a summary of committee and project team comments on the draft Public Involvement Plan.

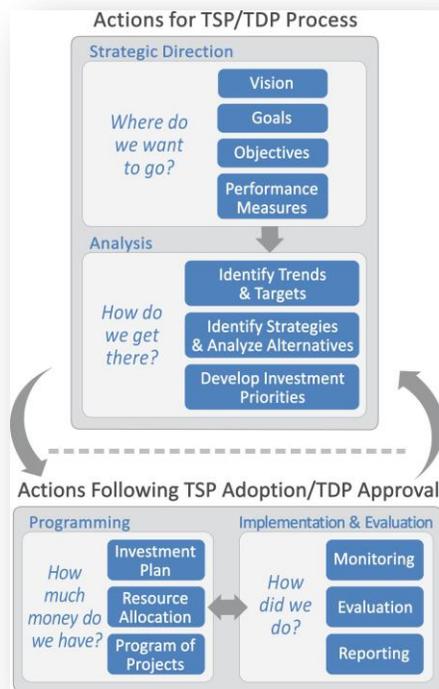
Committee Discussion and Feedback:

- **Audiences:** There should be a list of committee members and the organizations that they represent on the project website. *(Note: this list can be found at <http://corvallistsp.org/page/steering-committee>)*
 - Robyn reminded the SC that they can help with project outreach by passing on project information to the interest groups that they represent.
- **Key Messages:** The committee identified several text changes and areas that could be clarified, including:
 - Take out population projections since most of the projects are based on traffic levels and funding cycles.
 - Remove the word 'development' from development regulations, as there could be other regulations.
 - Include the word 'accessible' to apply to a broader audience.
- **Stakeholder List:** There was much discussion over how people and organizations were added to this list. The current list includes important stakeholders and groups – gathered through research, community member and SC recommendations, and direct requests to be added to the list. Stacy explained that this list will grow over time.
 - It was suggested that the SC review the stakeholder list and make recommendations of others that should be added.
 - One member asked if the stakeholder list could be added as an appendix to the Public Involvement Plan. Stacy explained that since it is constantly being updated, it would be a snapshot in time. The project team tried to address this by listing interest groups in the plan.
 - It was also suggested that the stakeholder list be provided on the project website.
 - The SC agreed that a list of the organizations included in the stakeholder list (with contact information removed) would be sufficient for a committee review.
- **Online Comments and Surveys:** Stacy clarified that paper surveys will be brought out to the community and will be translated into Spanish. The team will ensure that there are ways to provide project feedback in addition to the online tools.
 - Stacy also mentioned that it is important to City Council that youth get involved with the project. The team will target students (of all age levels, specifically high school) and parents in several ways.

- **Topic-Specific Work Group Meetings:** There were several questions about the topic-specific work group meetings. John explained that they will be oriented towards topics people are interested in, for example, transit; motor vehicles and freight; and bicycles and pedestrians. These meetings will be held before the open house so that people can focus in on one particular topic.
 - One member asked staff to consider doing a Spanish-led workshop or to ensure that an interpreter can be available at the workshops.
- **Social media:** It was brought up that Facebook outreach has recently become less effective in getting information out as it once was. Facebook now requires organizations and businesses to purchase viewership per post and page, which is not budgeted for with this project. Jessica explained that the project is promoting the Facebook page in the project materials and on the website and has reached out to stakeholders to ask them to promote it.
- **Open Houses:** Make it clear that language and accessibility accommodations can be made upon request when promoting the public open houses.
- **Demographic Analysis** – Stacy clarified that the plan will be updated to indicate that key materials will be translated into Spanish. Currently it says they will be translated upon request.
 - A member brought up that the third most commonly spoken language in Corvallis after English and Spanish (respectively) is Arabic. Staff will look into who can translate these materials into Arabic.

With the addition of the changes and suggestions made by the SC, the Public Involvement Plan was approved by the committee to present to the Urban Services Committee later in June.

Goals and Objectives Overview



John provided a brief overview of the draft goals and objectives that were included in the Technical Memorandum #4/5. He explained that the memo was meant to be two memos and staff combined them. Goals and objectives are an area that the project team would like to get input and solid direction from the SC. The current draft goals are written to focus on plan outcomes. Objectives and performance measures are more detailed than the goals.

John reviewed the graphic (shown to the left) which illustrates how project goals, objectives, performance measures and vision fit into the larger project process. He explained that staff and the SC will need to develop objectives that are measurable and can preferably be backed up by data. Further along in the process, we may need to make adjustments to our solutions based on the goals and objectives – they work like the project compass. For example, we may

need to revisit them if they don't make sense based on what we learn from the community and through analysis. Ultimately, the goals and objectives will need to provide the committee and staff direction during the project and guide the City after adoption.

Hal Brauner noted that City Council was impressed that this project acknowledged that goals may need to be revisited based on what comes out of the [Corvallis Vision and Action Plan](#).

John then reviewed each of the draft goals and mentioned that under each of the goals there are example objectives. He also acknowledged that the City Council recommended that Goal 2 should be "a safe and healthy transportation system."

John explained that once the SC provides input on the Goals and Objectives, they will be made available in a public survey for community input.

Public Comment

David Bella and Court Smith provided a handout to the SC and public attendees. They have been discussing alternatives to a car dependent infrastructure system. They pointed out that transportation systems develop a life of their own. For cars - parking, roads, and maintenance are required and funding must be reallocated to maintaining that system. They challenged the committee to think of ways to get out of this cycle, consider alternatives to vehicle-centric systems in other cities, and consider what would work in Corvallis. They invited committee members to discuss some of these ideas with them. Lastly, they asked if the information that was handed out can be posted on the project website.

Paul Cauthorn said that he would like to see more focus on how to get cars traveling through Corvallis to be able to bypass rather than through the downtown core. He was glad to hear that this group is open to new ideas and they aren't locked into a set of concepts. He added that he is concerned that everyone will provide feedback on this process just to have City Council vote it down.

Steve Rogers follow up by asking whether a solution on Philomath Blvd. would work for Paul's suggestion about giving cars a way to go around the downtown area. Paul responded that it could be as simple as signage that encourages people to use the bypass.

Greg Wilson asked how the topics of the topic-specific workgroups will be determined. John Bosket responded that staff hasn't determined what the topics will be yet – however, that they will be focused on topics that there is a lot of public interest around. The topics will most likely be the same for both rounds of workshops.

Jim Mitchell asked whether the goals will be given weights or be prioritized in some way. Robyn responded that it is too early to know and for now, all of the goals are treated equally.

Goals and Objectives Exercise and Discussion

Thomas Brennan kicked off the Goals and Objectives exercise and discussion by explaining that the goals need to focus on transportation in Corvallis, since other important community goals will be addressed by concurrent efforts, like the Vision and Action Plan work. That said, he acknowledged that transportation impacts most aspects of our lives.

Tom asked the committee for feedback on the existing Goals language that was included in the draft Technical Memorandum #4/5. He added that City Council asked that health and sustainability are considered in the project goals. The following is a summary of what committee members discussed.

Theme: Economic Vitality

- One of the City's goals is economic vitality and transportation is a catalyst to its success. We have to maximize access both internally and be able to access world-wide markets. These goals don't cover how people or goods are moving.
- The Corvallis airport is a regional facility; however business owners often have to drive to the Portland Airport to get certain goods. Trucks are the primary way that others are able access the Corvallis market.
 - Steve Rogers responded that there are several other larger regional plans, including the State Highway Plan that impact the city of Corvallis and address regional connectivity. For this project, the SC is focused on the Corvallis area and the Portland airport (PDX) falls outside the study's scope. [See more information on how the TSP fits in with other regional plans on the project website.](#)
- Freight seems absent from the existing goals.
 - Tom explained that attracting employers is another popular theme and connections for freight ties into this.
 - Steve brought up that congestion and commuters affect freight.

Goal Area 1: Provide an efficient transportation system that facilitates the local and regional movement of people and goods

- Corvallis may not be on the high speed rail corridor, but the City should provide connectivity to these other networks and resources.
- Transportation and land use are very connected. Development is impacted by the transportation system.
 - Robyn Bassett responded that under goal 1, land use is addressed.
 - The TSP should support the city's development and land use goals. This language could be nested under goal 1.
- Goal 1 should be worded "provide an efficient *and accessible* transportation system".
 - Tom added that accessibility will be a theme that will need to be considered under most of the goal areas.

Goal Area 2: Provide a healthy and safe transportation system

- Focus on a network that feels safe for vulnerable mode users
- Improve health of residents
- Increase multimodal connections
- Focus on safety in all modes
- Preserve neighborhoods from noise and other intrusions

Goal Area 3: Provide a diversified transportation system that ensures mobility for all members of the community and provides alternatives to automobile travel

- Increase multimodal connections
- Improve facilities for all users
- Improve city-wide access to transit/ higher frequency service
- Reduce dependence on single occupant vehicle trips
- Consider regional connections
- Increase facilities for bicycle and pedestrian network

Goal Area 4: Provide a transportation system that balances financial resources with community livability and economic vitality

- Invest responsibly for greatest impact
- Consider maintenance of the system
- Gain a better understanding of financial/ fiscal challenges
- Focus on improvements with accessibility in mind

New Discussion Goal: Economic Vitality

(Note: This was added to the purple sticky wall for discussion per committee input).

- Address commute-shed issues
- Improve regional connections and make them more efficient
- Maintain public auto parking (low/ no cost) opportunity in downtown and near campus
- Ensure a walkable downtown and neighborhoods

The committee provided some additional feedback following the exercise:

- The plan needs to work within its financial means.
- Goal 4 is confusing the way it is written. It should be rewritten to say the plan will balance financial resources with plan objectives.
- Measurable goals are important. For example, with goals that are focused on health, it is hard to determine whether people are actually healthier. It should be recognized that we can only accomplish so much with the TSP.

Next Steps and Conclusion

Tom Brennan thanked the committee for their feedback and let the group know that if they have any additional thoughts, that they can send them to Robyn Bassett.

Robyn explained that the next step is to revise the goals and objectives based on committee feedback. Staff will explain how and why decisions were made on what was incorporated. Then, the SC will see a final draft, which will include feedback from the public survey. Following the SC review, the goals and objectives will be presented to the USC and the City Council.

John Bosket added that the final Public Involvement plan needs to be completed by June 23 for review by the City Council.

Steve Rogers asked the committee if they are comfortable with future SC meeting summaries being emailed to them for review. The committee agreed that that will be acceptable.

Regarding the public Goals and Objectives survey, one committee member asked if people will be able to take the survey multiple times. Staff is not anticipating this being an issue.

There was a question about whether the SC will gather for an additional meeting to discuss performance measures. This will not be a separate SC meeting, but staff will most likely send out a survey to get feedback by the committee. The next SC meeting will be in the spring of 2016.

Steve thanked the committee for a productive meeting and concluded the meeting.

Action Items for Project Team:

Action	Responsibility	Estimated Completion	Date Complete
Update Public Involvement Plan	JLA Public Involvement	2 weeks	
Distribute the Stakeholder list (with personal information removed) to the SC for review.	JLA Public Involvement	2 weeks	
Revise draft Goal language	DKS & Nelson/Nygaard	3 weeks	
Develop draft Objectives language based on feedback by the SC	DKS & Nelson/Nygaard	3 weeks	
Distribute updated Goals and Objectives language to SC for review	DKS & Nelson/Nygaard	3 weeks	

Appendix A: Goals Exercise – Committee Comments (Complete List)

Goal Area 1: Provide an efficient transportation system that facilitates the local and regional movement of people and goods.

- Solve congested areas and make road traffic appropriate for neighborhood size
- Park and Ride at outlying developments
- Improve biking and walking options into South Corvallis
- Improve cross city travel north/ south and east/west
- Access to regional destinations
- Create system that serves integrated roadways efficiently
- Plan for upkeep of unimproved roads
- Serve planned and anticipated conditions: enviro land use
- Healthy, active and efficient ways to travel
- Implement current best practices for roadway design and innovative
- Redesign non-intuitive intersections

Goal Area 2: Provide a safe transportation system.

- Feel safe for vulnerable mode users: wheelchair, walk, bike
- Improved health of residents
- Connected paths
- Multimodal streets where it's needed (i.e. 9th)
- Safety in all modes
- Creative solutions to dangerous areas
- Safe routes to schools
- Green bike lanes in high conflict areas
- Increase in multimodal trail connectivity
- 40/40/20 (pedestrians/ bikes/ vehicles) plan for export
- All members of the community have access to safe, walkable/ bikeable transportation routes
- Preserve neighborhoods from noise and other intrusions

Goal Area 3: Provide a diversified transportation system that ensures mobility for all members of the community and provides alternatives to automobile travel.

- Accessible system
- Holistic approach (i.e. consider multimodal connections)
- Provide options
- Bike and pedestrian services for all levels of experience and confidence
- City-wide access to transit/ higher frequency service
- Identify and improve inaccessible transportation segments
- All members of the community have access to an efficient transit system
- Reduce dependence on single occupant vehicle trips
- Support transit system – local and regional
- Consider regional connections

- Increase covered bike parking and covered walkways
- Provide road-side pedestrian facilities on all streets
- Provide bike facilities on all arterial/ collector streets

Goal Area 4: Provide a transportation system that balances financial resources with community livability and economic vitality.

- Invest responsibly where greatest impact can be achieved
- Establish that maintenance of the system has the highest priority
- Financial resources – live within means – balance
- Better understanding of financial/ fiscal challenges
- Improve multi-modal paths with lighting, striping
- Renovations and improvements with accessibility in mind

New Discussion Goal: Economic Vitality

(Note: This was added to the purple sticky wall for discussion per committee input).

- Address commute-shed issues
- <30 minutes to international gateway
- Maintain public auto parking (low/ no cost) opportunity in downtown and near campus
- Walkable downtown and neighborhoods