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**STREETSCAPE**  
COMMUNITY ENGAGEMENT  
SUMMARY



# COMMUNITY ENGAGEMENT SUMMARY

## INTRODUCTION

The design team developed a Community Engagement Strategy designed to increase and enhance opportunities for the community to engage in informed discussion with local government and community partners.

A multi-stage community engagement process was developed to best identify and engage the community stakeholders. This process included two design workshops and two online surveys. The design workshops were open drop-in sessions to allow any person from the public to review the design elements and to discuss major concerns about the frontage roads. Additionally, the online surveys were created to mimic the design workshops to capture the feedback from the rest of the community that were not able to attend the workshops.

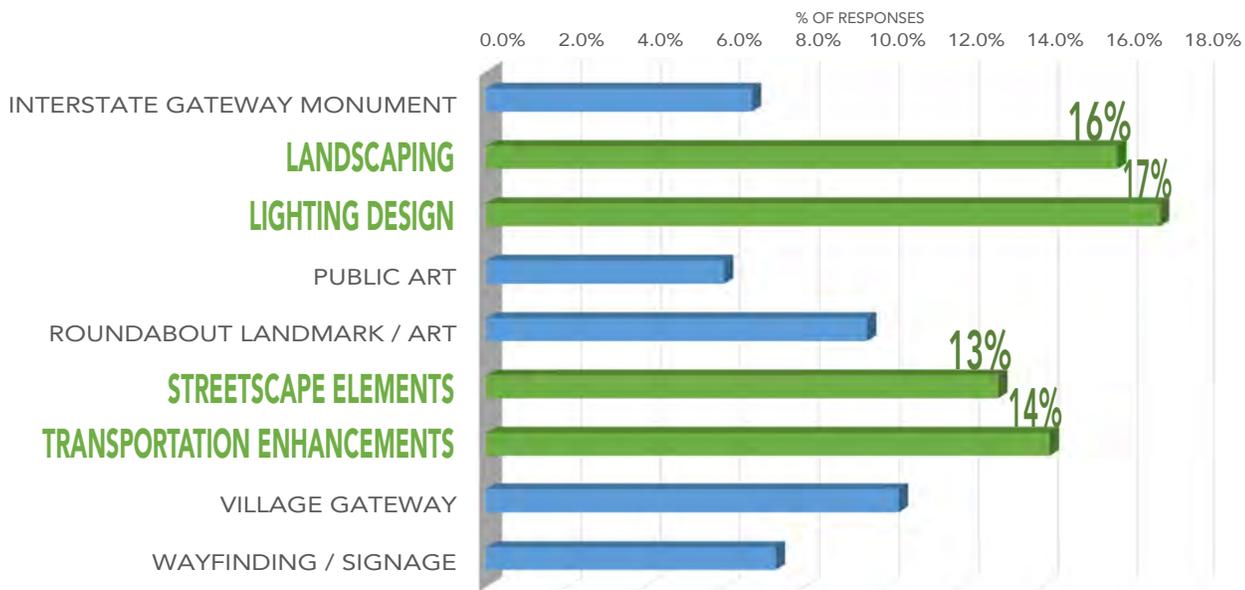


# 1<sup>ST</sup> DESIGN WORKSHOP AND ONLINE SURVEY

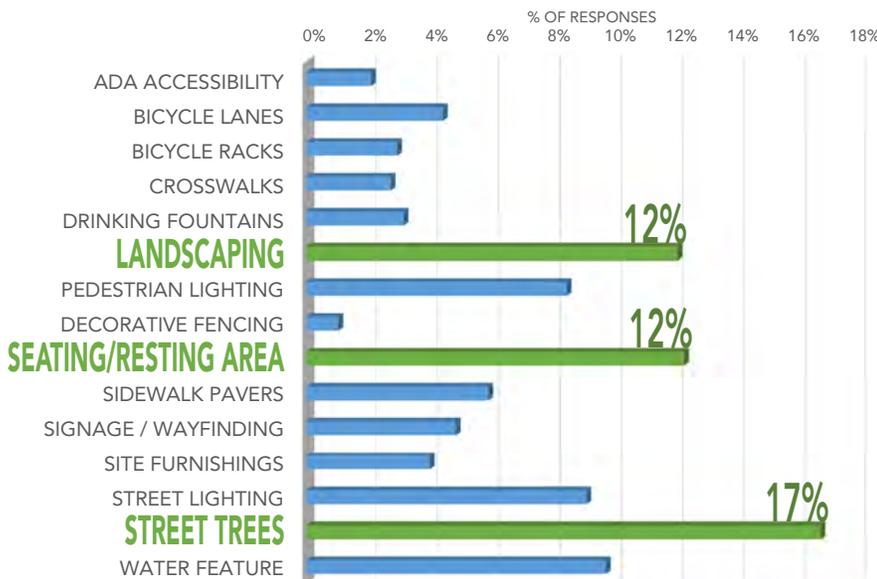
The design team held the first Design Workshop in December 2016. The results of the first design workshop and online survey gave the team a better understanding of what the community envisions for the CTRH Streetscape. The first design workshop consisted of 77 attendees and the online survey was completed by 86 people.

The first engagement process revealed concerns the community has for the CTRH Streetscape with the highest priority being safety. The primary feedback acknowledged a need for improved street lighting, landscaping, and transportation enhancements. The majority of the community wants pedestrian safety to be the focal point of the design. Below are the results from the Design Workshop and Online Survey. The results were combined to represent the entire community.

## COMMUNITY ENGAGEMENT RESULTS



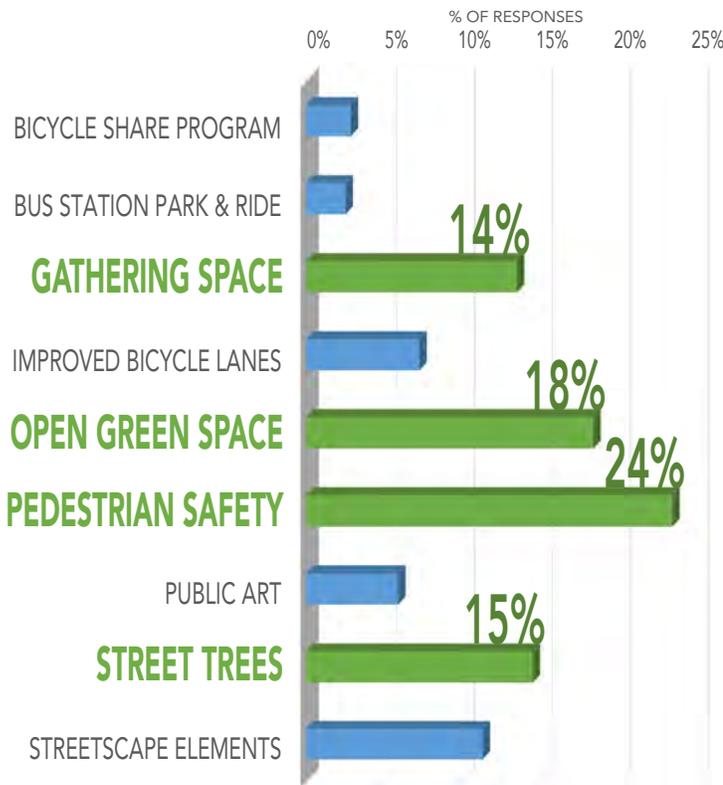
### PREFERRED STREETScape PRIORITIES



### PREFERRED STREETScape ELEMENTS

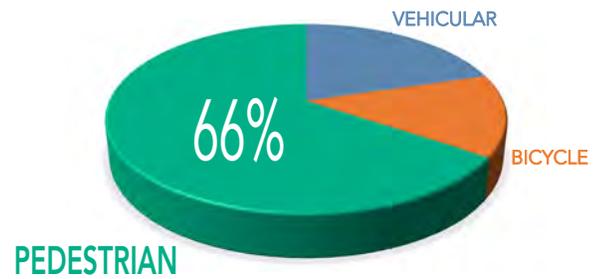
Based on the Preferred Streetscape Priorities (top) results, the community believes the highest priorities for the CTRH Streetscape should be Lighting Design (17%), Landscaping (16%), Transportation Enhancements (14%), and Streetscape Elements (13%). The Preferred Streetscape Elements graph (left) reveals the community desires more Street Trees (17%), Landscaping (12%), and Seating/Resting Areas (12%) in order to make the streetscape more appealing. Both graphs show a need for improved Landscaping, Lighting Design, and Streetscape Elements to enhance the frontage roads.

## TRANSPORTATION ENHANCEMENT RESULTS

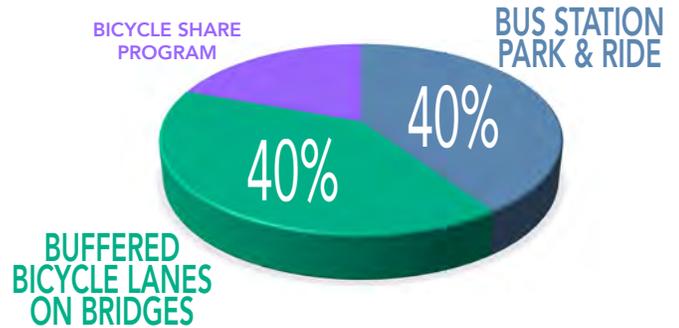


### ELEMENTS TO INCREASE USAGE OF CORRIDOR

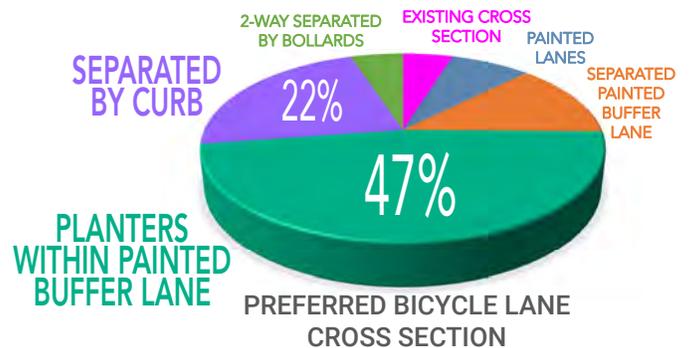
The Transportation Enhancement results show the community's overall interests residing in safety and aesthetics. More specifically, the community wants the design focused on pedestrian safety, gathering spaces, and bicycle safety. A large portion of voters want the streetscape geared toward pedestrian usability and buffering the vehicular traffic from the pedestrians and bicyclists.



### PREFERRED USER OF CORRIDOR

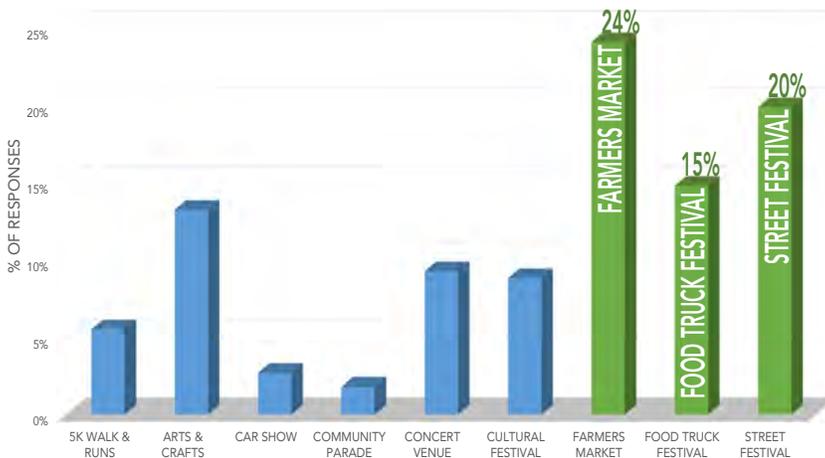


### PREFERRED AMENITY



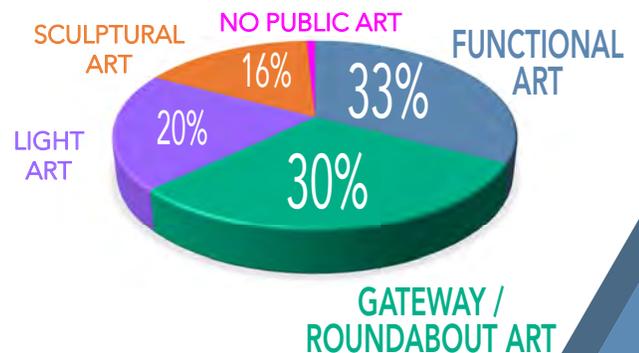
### PREFERRED BICYCLE LANE CROSS SECTION

## SPECIAL FEATURES RESULTS



### PREFERRED SPECIAL EVENTS

The workshop and online survey asked the community for feedback on Special Events (bottom, left) and Public Art Categories (bottom, right). The community was asked which events they would most likely attend if made available. The majority of the community chose Farmers Market (24%), Street Festival (20%), and Food Truck Festivals (15%). The Public Art chart shows a close race between Functional Art (33%) and Gateway/Roundabout Art (30%).



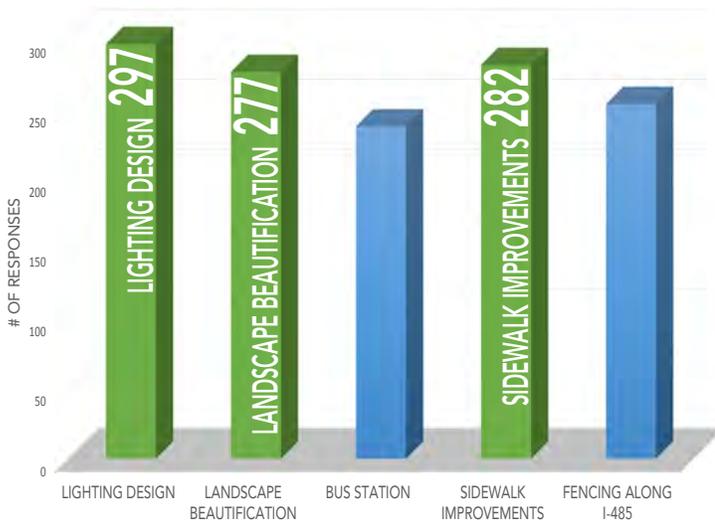
### PREFERRED PUBLIC ART CATEGORIES

## 2<sup>nd</sup> DESIGN WORKSHOP AND ONLINE SURVEY

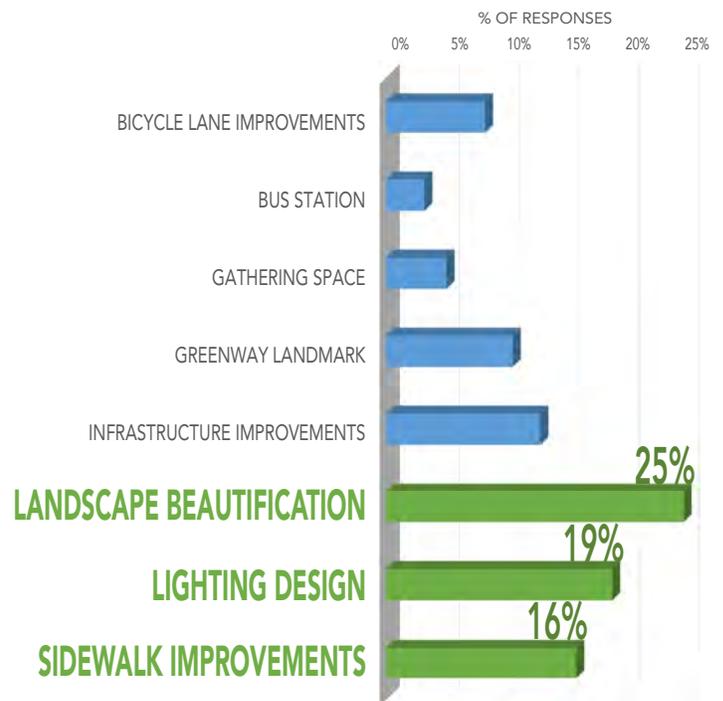
Following the first workshop and survey, the design team analyzed the results and created a more focused second round of community engagement to learn more in-depth information. The design team held the second Design Workshop in August 2017. The second workshop had 46 attendees and 109 people participated in the online survey.

The results were similar across both platforms with lighting (street/pedestrian/safety) and sidewalk improvements (widen sidewalks, paver edging, benches) being the highest priorities. Landscape beautification (street trees/shrubs) and infrastructure improvements (bridge and bicycle lane improvements) were also very important according to the community.

### COMMUNITY ENGAGEMENT RESULTS



PREFERRED AESTHETIC ALTERNATIVES



PREFERRED PROJECT ELEMENTS

The second workshop and online survey found further evidence showing the community's priorities to be with pedestrian safety and beautification. The Project Goals exhibit (top, left) shows approximately two-thirds of the public believes primary goals should be Beautification (33%) and Safety (29%). Both the Aesthetic Alternatives and Project Elements have matching results with Landscape Beautification, Lighting Design, and Sidewalk Improvements being the dominate choices the community believes would have the most positive impact on the streetscape.