

# Vision43 Project Working Group

## Meeting #1 Agenda

Tuesday, April 23, 2024

1:00 PM – 3:00 PM

In person or via Webex (link to be provided via email)

1. **Introductions** (1:00 – 1:10)
2. **Project objectives** (1:10 – 1:20)
3. **Project workplan and schedule** (1:20 – 1:35)
4. **Status update and survey responses** (1:35 – 1:45)
5. **Focus Areas** (1:45 – 1:55)
6. **Development examples** (1:55 – 2:10)
7. **OR43 Concept Plan review** (2:10 – 2:20)
8. **PWG open discussion/questions** (2:20 – 2:55)
9. **Next steps** (2:55 – 3:00)

### Meeting Packet Materials

- Working Group Meeting Guidelines
- Working Group Roster
- Frequently Asked Questions
- Corridor Area Map
- Neighborhood Engagement Plan
- Draft Online Survey Summary



# Vision43 Project Working Group Roster

1	City Council	Councilor Bryck
2	Planning Commission	Commissioner David D. Jones
3	Community Member (Robinwood Neighborhood)	Dawn Meaney
4	Community Member (Bolton Neighborhood)	Shatrine Krake
5	Community Member	Spencer Crandall
6	Community Member	Robert Henderson
7	Community Member	Danut Haj
8	Community Member	Mary Carlson
9	Community Member (CCI)	Tanner Woody Beau Genot (Alternate)
10	Community Member/Adjacent Business Owner	Molly Macom (Westlake Properties)
11	Business Owner	Greg Close (Represents Private Business)
12	Community Member/Adjacent Business Owner	Steve Schwartz (Backyard Burger)
13	Community Member/Adjacent Business Owner	Taylor Whidden (Pawsitivity)

1. There will be 5-6 total Project Working Group (PWG) meetings over the course of the project. They will be no more than two hours long and they will be held in the afternoon. **Meetings will start and end on time.** Changes to the meeting day or time must be approved by a majority of the committee.
2. Staff will provide agendas and all supplemental meeting materials to the members by the Friday immediately preceding the next meeting.
3. Staff will record the meetings.
4. Members accept the responsibility to come to the meetings prepared for the discussions.
5. To promote efficient and effective meetings, members should make a reasonable attempt to provide questions to staff in advance of meetings to allow time for research and distribution of answers/materials to the group before the meeting.
6. The Chair will manage meetings by keeping discussions focused, ensuring all points of view are heard, maintaining civility, and adhering to the agenda.
7. Members will fully explore the issues and search for creative solutions before forming conclusions. When members have divergent perspectives on topics under discussion, members should identify where they disagree as well as where they agree and identify the rationale for their position.
8. Each member is an equal participant in the process and will have an equal opportunity to voice opinions and contribute ideas.
9. Members shall make a concerted effort to focus on the topics under discussion.
10. The Working Group will strive to achieve consensus on project recommendations. If consensus cannot be achieved, a vote of members present will be taken. The majority recommendation and dissenting opinions will be forwarded as appropriate.
11. Requests for information from staff will be limited to items that can reasonably be provided.
12. Members may not present themselves as speaking for the PWG unless authorized to do so by a majority vote of the PWG. Members are welcome to participate in any public meetings and discussions as private citizens.
13. Time shall be allotted at the end of each meeting to allow members of the public to comment.
14. Any written comments received from the public by staff will be provided to all members.

# West Linn Vision43 FAQ



## What is Vision43?

West Linn and the community are collaborating on Vision 43, a bold plan to revitalize the Highway 43 corridor focusing on enhancing transportation, ensuring safe crossings, promoting vibrant commerce, and establishing pedestrian networks.

Project Objectives:

- ✓ Create a new community vision for the Highway 43 corridor
- ✓ Engage community members and neighborhoods to help craft recommendations
- ✓ Improve opportunities for walking and bicycling within and to the corridor
- ✓ Create opportunities for more businesses, housing, and gathering places
- ✓ Update City plans and policies to implement project goals and recommendations

## What is the end goal of Vision43?

Through public input and analysis, the City will reimagine Highway 43 to prioritize infrastructure improvements for all modes of travel and create a mix of housing, workplaces, shops, and gathering spaces accessible to people of all ages, incomes, and abilities.

## How does Vision43 relate to previous City planning efforts for the area?

Vision 43 is a land use framework that aims to improve walking and biking opportunities within the corridor and create opportunities for businesses, housing, and gathering places. The master plan connects and builds upon goals, policies, and planning from the Bolton and Robinwood Neighborhood Plans, the Highway 43 Concept Plan, the West Transportation Systems Plan, and the West Linn Comprehensive Plan.

## What area is the Vision 43 Planning Area?

The Vision 43 planning area encompasses Oregon Highway 43, stretching north from the I-205 interchange and including the land alongside the highway corridor to Lake Oswego. As the gateway to West Linn, Highway 43 is not only a crucial north/south transportation link in the Portland Metro Region but also functions as West Linn's primary thoroughfare and a shopping area for local community members.

## How long will the Vision 43 planning process take?

Creating the Vision 43 Strategic Plan will take two years. Vision 43 kicked off in December 2023 and is expected to be completed in Fall 2025.

# FREQUENTLY ASKED QUESTIONS

West Linn Vision43

## What are some potential changes that could occur because of Vision43

- Zoning changes to allow for a walkable mix of housing options, businesses, and places to eat, drink, and gather
- Transportation design improvements, including pedestrian crossings, streetscaping, landscaping strips, and lighting improvements
- Improvements in pedestrian and bicycle access and connectivity
- Identification of financing options to help fund redevelopment and transportation improvements in the corridor, such as an Urban Renewal District or Tax Increment Financing

## What is happening now?

Vision 43 current activities include:

- Connecting with corridor neighborhood groups to identify specific issues and potential improvements
- Engaging in "pop-up" events around the City
- Forming the Vision 43 Interest Working Group and Technical Working Group
- Drafting a preliminary corridor vision and goals for community review based on input from interviews, surveys, events, and meetings

Check the calendar to find the upcoming engagement opportunities and summaries of past events.

## How can I participate?

Get involved in Vision 43 to transform the corridor into a safer, more vibrant, and well-connected destination! The Vision 43 webpage is always open for you to comment, take the latest survey, map concerns or opportunities, ask questions, and stay updated.

Look out for pop-up feedback opportunities at stores, public places, and events, as well as listening sessions, online surveys, a community workshop, and City Council and Planning Commission meetings throughout the year leading up to the draft of the Vision 43 Strategic Plan. Project team members will be present at various community events, so keep an eye out and take the opportunity to engage with us.

## How does the Vision 43 planning effort tie into the concurrent West Linn Waterfront Master Plan planning effort?

While both projects reimagine critical areas in West Linn and meet at the I-205/Highway 43 Interchange, Vision 43 is focused on reimagining zoning along Highway 43 north of the I-205 Interchange. Vision 43 seeks to foster a sense of identity, community, and well-being and improve neighborhood connectivity, transit connections, and bicycle and pedestrian safety in this area.

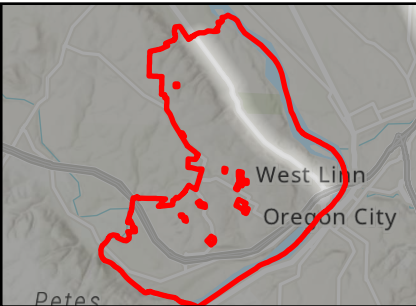
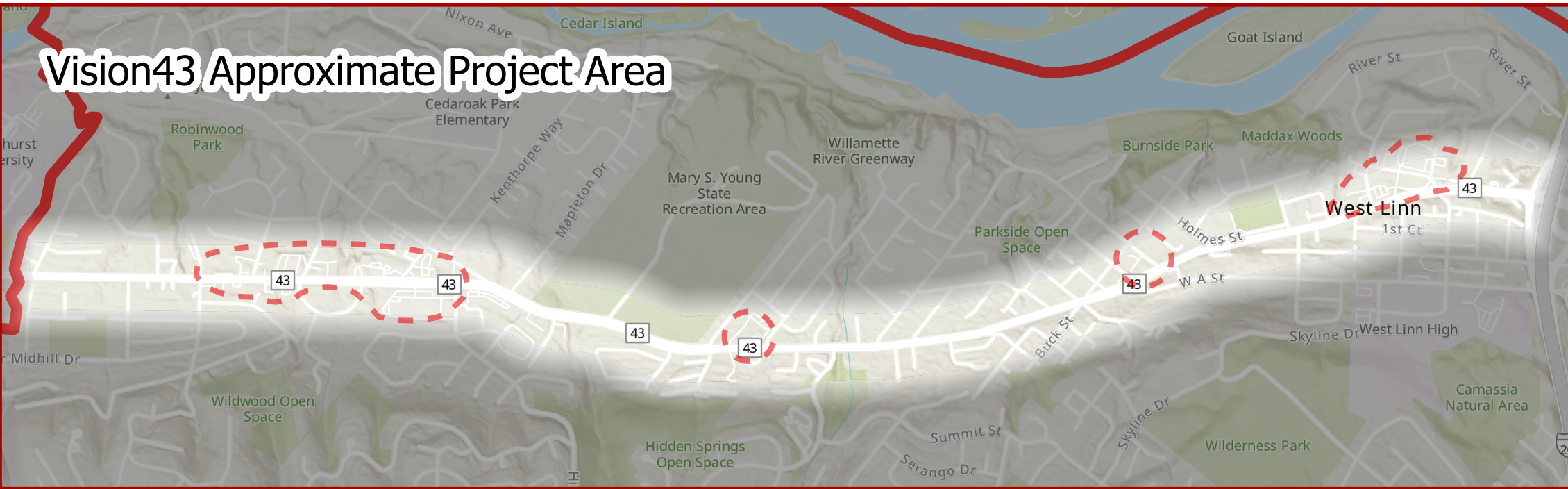
More Information



Take the Survey



# Vision43 Approximate Project Area



  Potential Focus Area





## Neighborhood Engagement Plan

### INTRODUCTION

The Neighborhood Engagement Plan (NEP) outlines the approach to achieve a thorough and effective community engagement process for the City of West Linn's Highway 43 Corridor Vision (Vision43) project. The NEP identifies engagement goals, measures for success, tools, techniques, resources, partners, and anticipated timing for project events. The NEP will also identify the demographics in the corridor that may require focused outreach strategies and provide direction on the type and location of meetings, potential partnering opportunities with existing community-based organizations and community leaders, events, and social media outreach.

### APPROACH AND GOALS

The NEP is an evolving document and will be updated during the planning process, as needed to adjust to changing conditions and needs as the project progresses. The Project Team will use this document to measure the effectiveness of outreach efforts to ensure all key audiences within the Corridor are represented. These metrics will be periodically evaluated to respond to gaps in representation and assist the Project Team with focused engagement strategies, with a particular focus on reaching those who may not typically participate in traditional public engagement.

Our approach includes the following goals:

- **Identify barriers to participation.** Cultivate an understanding of existing or potential barriers to participation of all community members within the Corridor.
- **Leverage local networks, community events, and existing engagement efforts.** Build on the variety and depth of existing community involvement initiatives within West Linn to engage the public effectively and efficiently in the development of the Corridor Vision. Participate in major community events, conduct engagement activities at familiar and comfortable community gathering spaces particularly within the corridor, and tap into existing community-based networks and groups to connect with a wider range of community members.
- **Ensure voices are heard from all demographics and interest groups in the Corridor.** Reach the range of community members that are representative of the broader community interests and demographics in the Corridor, including the business community, younger residents, and those who may not typically participate in community engagement efforts.
- **Ensure an accessible planning process.** The community involvement process will be accessible, understandable, and welcoming to all who wish to participate.
- **Collaborate and inform decision-making.** Collect useful and relevant public input that reflects local knowledge and values and informs decision-making related to the Corridor Vision.
- **Ensure accountability.** Provide summaries, updates, and useful information to report back to the community and decision makers about how their input was used to shape the Corridor Vision and make adjustments as needed.



## MEASURING SUCCESS

The Project Team will rely on the following metrics of success to help evaluate the NEP and its strategies to ensure objectives outlined below are being accomplished. The Project Team will monitor outreach metrics throughout the process and adjust as needed to ensure we are reaching a range of community members throughout the Corridor.

### Accessibility

Metrics may include use of accessibility features for online meetings such as closed captioning; availability of translation/interpretation; use of a broad array of methods that allow different audiences to participate in stakeholder engagement activities, including historically underrepresented groups; and scheduling engagement activities at various times for ease of participation, using both digital and non-digital methods.

### Extent or Reach

Metrics may include recruitment data for interviews, neighborhood meetings, focus groups; registration and attendance records for meetings and events to confirm participation of stakeholder audiences; number of survey responses via all methods and languages; and digital media outreach analytics.

### Diversity and Equity

Metrics may include recruitment data for interviews, neighborhood meetings, focus groups and advisory committees; collecting demographic data to assess success in reaching percentages of population, as well as the issues on which their perspective differs from the broader public; and input from organizations engaging with diverse populations or promoting equitable solutions and policies.

### Follow-through and Feedback Loops Completed with Stakeholders

Metrics may include engagement summaries shared with advisory groups, stakeholders and/or the general public as appropriate; and stakeholder and public feedback on summaries and deliverables received and incorporated as appropriate.

## KEY AUDIENCES

The following key audiences are critical to the Highway 43 Vision. Community engagement efforts should be intentional about gathering feedback from these audiences.

- Community Advisory Group established for this project
- City Boards and Commissions
- Neighborhood Associations with a presence in the Corridor (Robinwood and Bolton Neighborhood Associations)
- Youth and youth-focused organizations (e.g., Youth Advisory Council, youth sporting events, High School Civics class)
- Older adults (e.g., Adult Community Center, retirement communities)
- Business community – (E.g., West Linn Chamber of Commerce)
- Equity-focused groups (e.g., High School DEI groups)
- Communities with limited English proficiency
- Accessibility advocacy organizations and individuals experiencing limited mobility and disabilities
- Community-based organizations (e.g., The West Linn Alliance, Faith-based groups – several churches along the corridor)



- Regional partners (e.g., TriMet, ODOT, Metro, Clackamas County)

The Project Team will continue to add collaborators and key audiences as needed to the contact list to ensure strong representation from across the City.

## ENGAGEMENT METHODS, ACTIVITIES, AND TOOLS

### Project Website

City staff will create a dedicated project web page using the City's website and the City's Engagement HQ platform. The project website will be used as an outreach tool to connect online with audiences throughout each phase of the update process. The website will provide a broad spectrum of information on the planning process, including a document library, a schedule of events, and plan updates. When documents are available to the public, the Project Team will provide the documents in PDF format and make them available on the website. The website will be used as a public portal to access and complete online surveys, digital mapping exercises, or other digital engagement activities. In general, MIG staff will provide content for the website, with input and support from City staff who will be responsible for also posting information to the website. The website will also include a project email address for community members to submit general comments or questions.

### Interviews/Neighborhood Discussions

The Project Team will facilitate up to 10 individual meetings, focus groups, or round table interviews to identify key issues and opportunities that should be addressed for Vision43. This may include listening sessions with the Bolton and Robinwood Neighborhood Associations, as well as targeted outreach to other key community groups or stakeholders. Meetings or focus groups also may be organized with the Youth Advisory Council. The Project Team will facilitate the meetings and provide a summary of input following the conclusion of all meetings, interviews, and focus groups. These meetings are expected to take place throughout the course of the project.

### Pop-up Outreach Toolkit

Traditional meetings and workshops often attract an active group of residents who regularly attend similar planning events. To attract a larger audience beyond the usual participants, the project team will develop an outreach toolkit to assist community partners and City staff with communicating project updates and soliciting feedback at key locations within and near the Corridor, including key businesses, gathering places (e.g., Robinwood Park, Robinwood Station Community Center, churches, major grocery stores, etc.), or major community events. The City will share an events calendar to coordinate pop-up activities with major community events. The pop-up outreach toolkit will include substantive components needed for the City to conduct pop-up events and other outreach activities. Toolkits will include the following items:

- A guide that identifies the purpose and the desired outcomes of the activity
- A postcard that provides a basic introduction to the project and information about how to learn more about Vision43
- Pop-up event display boards and instructions
- Agenda templates and sign-in sheets
- Instructions for providing feedback through the City's website

- A “Frequently Asked Questions” factsheet
- Comment forms or brief questionnaires to solicit feedback and/or direct people to participate in online survey activities

The **pop-up** materials will be visual, colorful, and allow for brief interactions so a person can participate on their own terms. The pop-ups will include information about the planning process, visualizations and, if available, related graphics/imagery completed to date, and an interactive exhibit that solicits feedback from community members. When possible, the pop-up will include a method to collect demographic information to understand how representative participation is.

To reduce engagement fatigue while promoting the project and engage the community, activities, informational materials, and pop-up events will be held in areas with high foot traffic and community events that draw in the public. The City will share information for the target locations for pop-up engagement with the project team.

#### Target Activities and Locations

- Tabling events at:
  - Movies in the park
  - Concerts in the park
  - Farmer’s Market
  - Large high school sporting events
- Intercept surveys at local grocery stores
- Presentations at the Adult Community Center (ACC) during the weekly lunch
- “Living room” sessions which consist of a community member hosting city staff and up to ten friends to discuss the project
- “Coffee and cookies” at the library, which will include serving coffee and cookies in the atrium of the library and discussing the project and handing out materials to community members

#### Virtual Community Kickoff

MIG will use an online survey to engage residents in a discussion of potential mixed use development opportunities and pedestrian and bicycle improvements for key locations in the corridor. MIG will work with the City to determine the most appropriate survey tool to use to conduct the virtual survey. City staff will use a variety of methods to encourage participation in the survey, including announcements via the City Website, social media channels, interested parties email lists, and other measures.

#### Project Working Group and Technical Advisory Group

The planning process will be guided by a Project Working Group (PWG) and Technical Advisory Group (TAG), who will meet throughout the work period to shape project goals, identify needs, and develop recommendations. The PWG and TAG will be made up of community members representing an array of backgrounds, viewpoints, and interests. To make sure the project is capturing feedback from other interest groups across the city, the PWG will include liaisons from the following City Advisory Boards:

- City Council
- Planning Commission
- A Community member living in Bolton Neighborhood
- A Community member living in Robinwood Neighborhood

- Five Community Members At-large
- Four Business Owners

The TAG will comprise of representatives from the following:

- City of West Linn Public Works
- City of West Linn Parks and Recreation
- City of West Linn Economic Development
- TriMet
- ODOT
- Clackamas County Transportation
- Metro Transportation Division

The process will include five PWG and five TAG meetings over the course of the project. Meetings will coincide with major deliverables and City Council meetings. Meetings are expected to take place in-person, with hybrid and/or virtual options available if needed. Liaisons to other City Committees/Boards will also be asked to keep their respective boards apprised of current progress, and outreach opportunities, any issues relevant to that group that may arise.

#### **Outreach Advertising, Notification, and Promotion**

A variety of methods will be used to publicize and promote opportunities for the different audiences to provide input and feedback that informs the Corridor Vision project.

To advertise outreach activities, MIG will provide the following:

- *Event announcement and press release text:* MIG will provide a brief text overview of the planning process and short description of options to participate in outreach activities.
- *Meeting flyers or posters:* MIG will provide flyers or posters to advertise larger-scale community events. In addition to information about the meeting objectives, date, time, location, and format, the flyers will include a QR code and link to the project website with additional information about outreach activities.
- *Bitly links and QR codes:* MIG will provide a shortened link and QR code for the webpage that the City can use in other advertising materials, as needed and desired.

The City should consider advertising activities through the following:

- The Vision43 project website
- City website homepage
- City newsletters and other local journals (print, online, and Facebook)
- The Youth Advisory Council
- City social media feeds (Facebook, Twitter, NextDoor)
- Utility bills
- City email lists
- Other group email lists
  - Sports associations
  - HOA/neighborhood groups

- Senior associations
- Service clubs
- Civic groups
- Neighborhood Associations and Neighborhood Chairs Committee
- Radio and TV news
- School Facebook pages and newsletters
- Library pages and newsletters
- Churches, social service providers, cultural service providers, and other trusted liaisons to underrepresented groups
- Signs/posters/flyers with QR at businesses, parks, or other community assets within the Corridor.

#### **Corridor Concepts Workshop and Online Survey**

MIG will work with the City and community partners to host and facilitate a workshop to provide input and evaluate the preliminary connectivity improvements and code concepts. The City will be responsible for selecting and reserving the event space to hold the in-person workshop. Concurrently, MIG will launch an online, map-based survey where users can provide input on the design concepts and potential development code concepts and implementation measures. MIG will use the Maptionnaire survey tool to gather feedback on the concepts.



# Take the Vision 43 Survey

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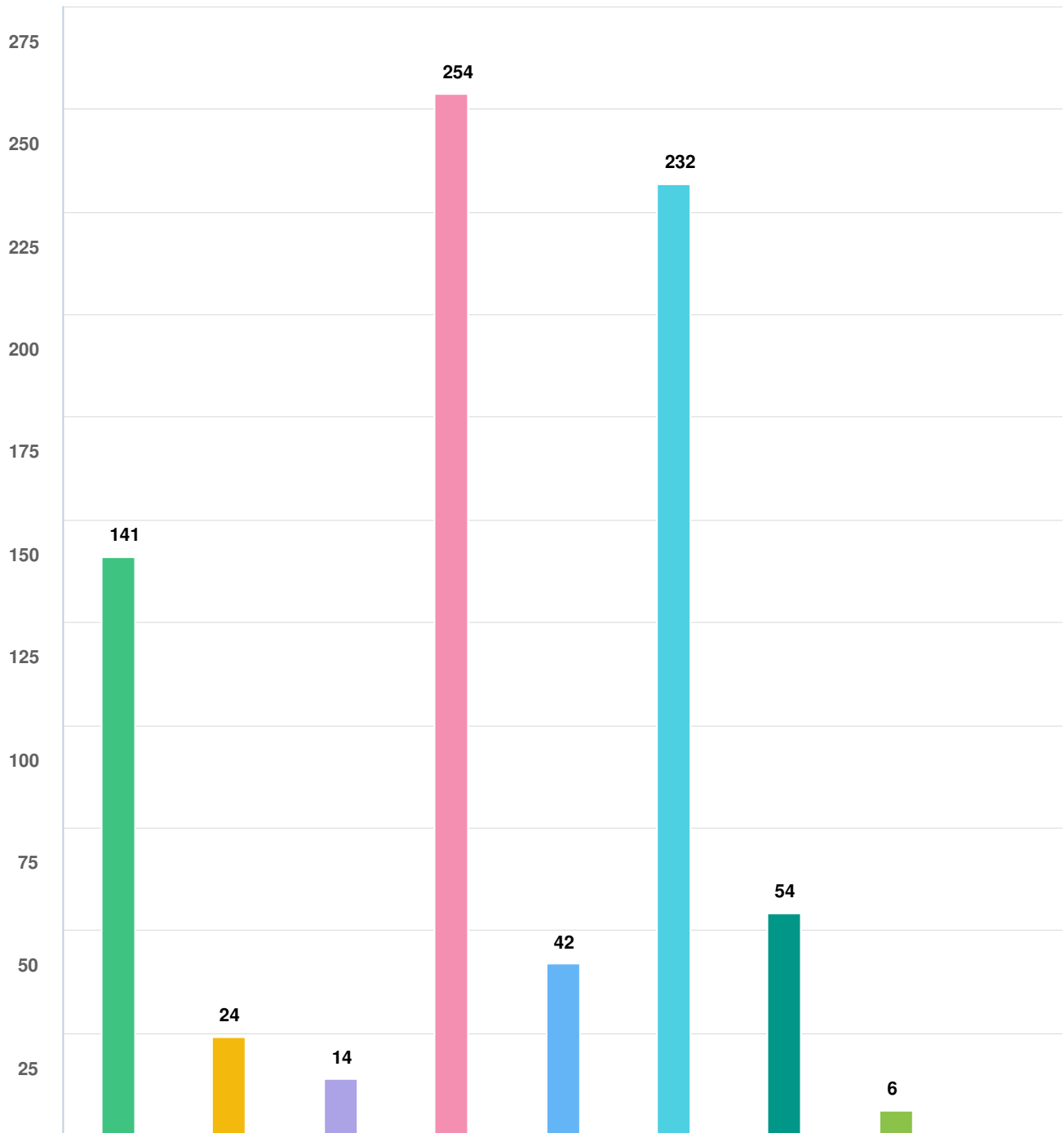
## SURVEY RESPONSE REPORT

13 February 2024 - 11 April 2024

PROJECT NAME:

Vision 43

**Q1** What is your relationship to the Highway 43 corridor through West Linn? (Check all that apply)



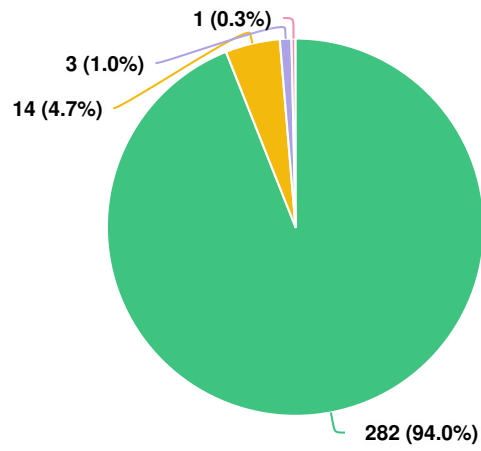
**Question options**

- Live along the corridor
- Work along the corridor
- Own a business along the corridor
- Live in West Linn
- Live in a nearby community
- Shop, eat, or visit services along the corridor
- Pass through the corridor without stopping
- Other (please specify)
- Don't have any relationship to this area

Optional question (300 response(s), 1 skipped)  
Question type: Checkbox Question



**Q2** How do you travel to and from the Highway 43 Corridor most of the time?

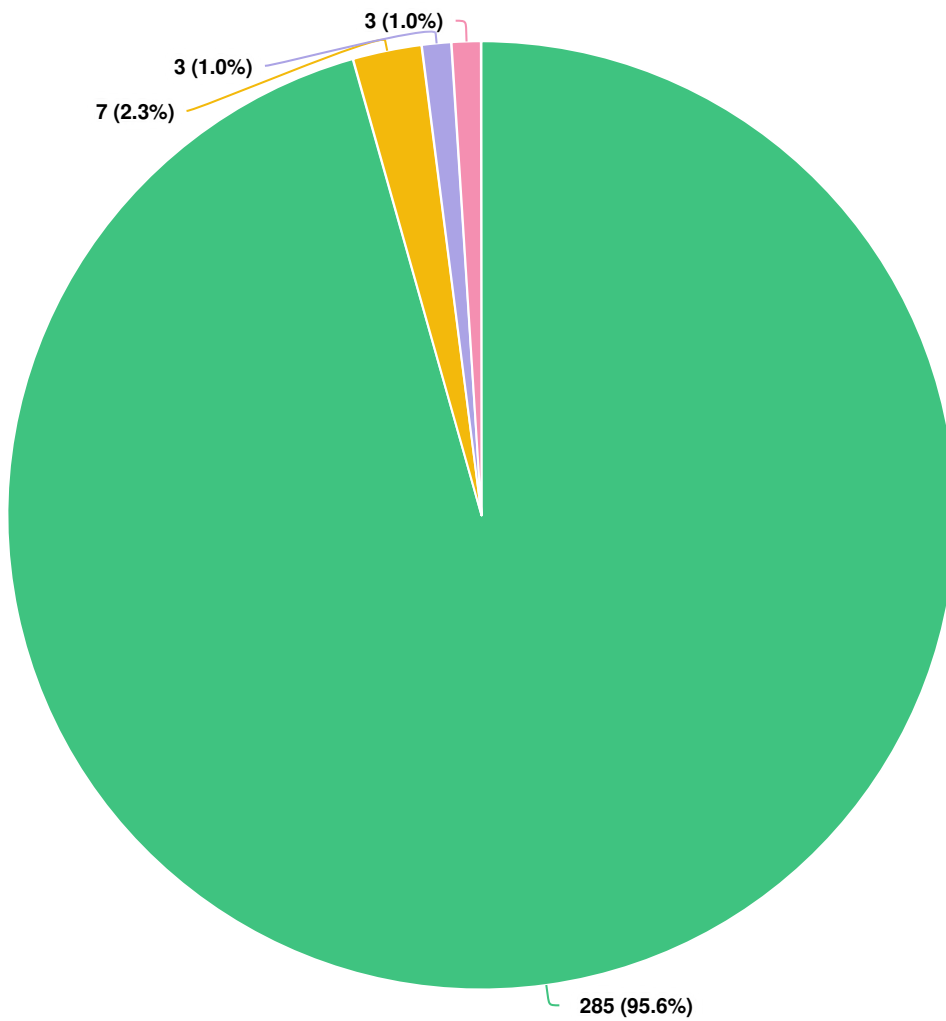


**Question options**

- Car
- Walk
- Bicycle
- Transit

Optional question (300 response(s), 1 skipped)  
Question type: Dropdown Question

**Q3 | How do you travel along Highway 43 through West Linn most of the time?**

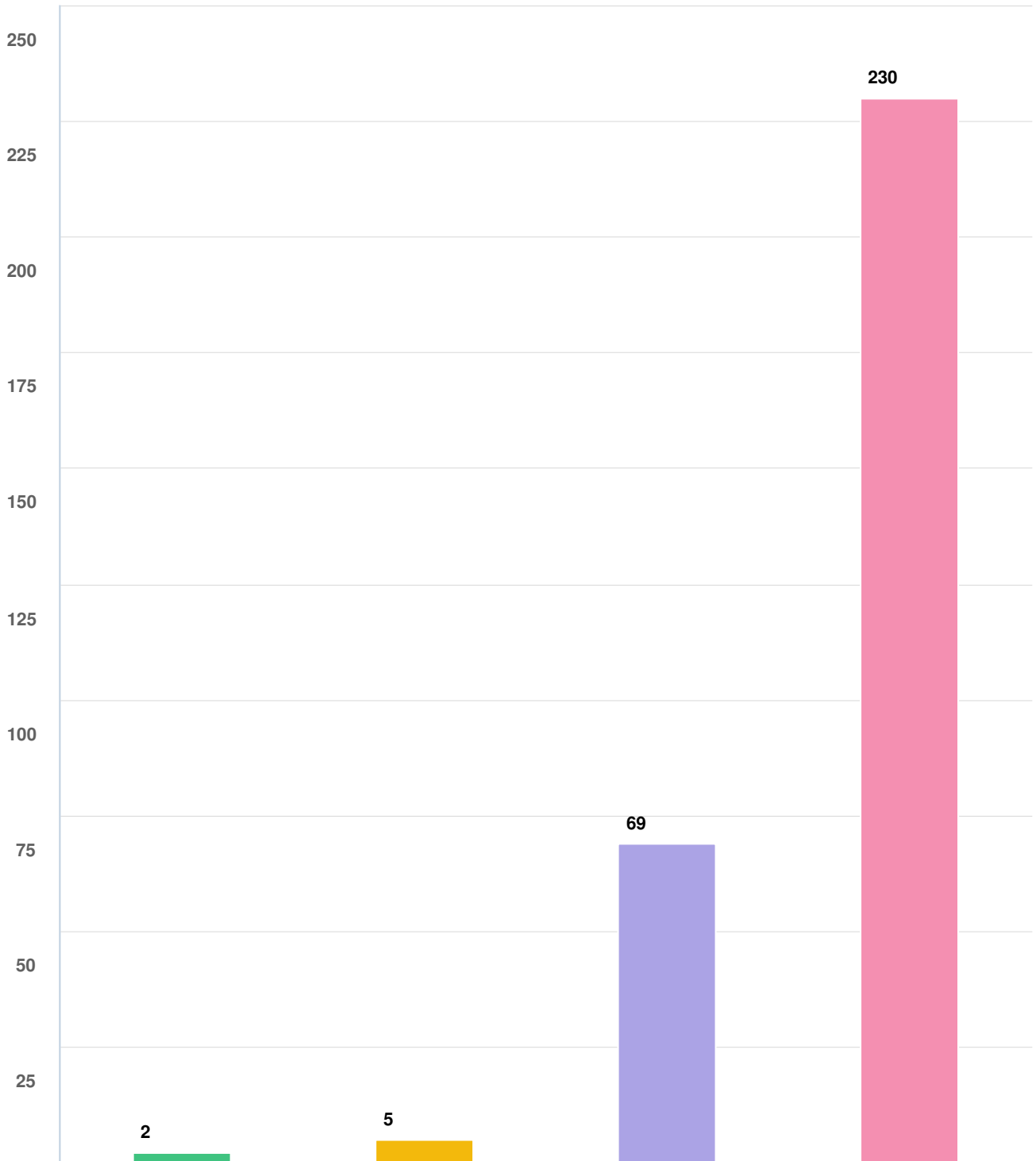


**Question options**

- Car
- Walk
- Bicycle
- Transit

Optional question (298 response(s), 3 skipped)  
Question type: Dropdown Question

**Q4** How often do you travel on Highway 43 through West Linn?

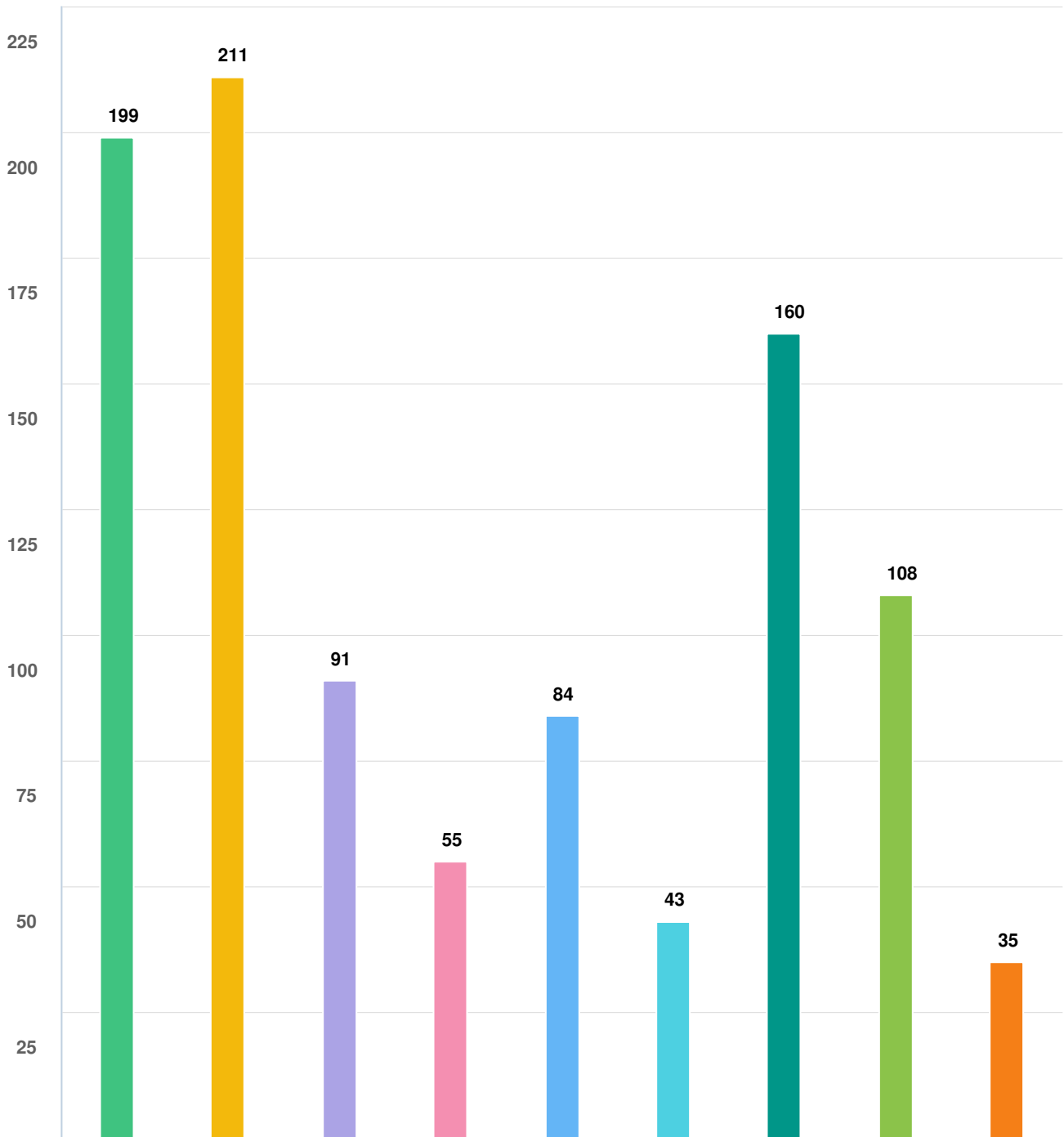


**Question options**

- Once every few months     Once a month     Once a week     Once a day or more

*Optional question (300 response(s), 1 skipped)*  
*Question type: Checkbox Question*

**Q5** What types of improvements on or near the Highway 43 corridor are needed most?  
 (either select all that apply or select one or two that are most in need of improvement?)

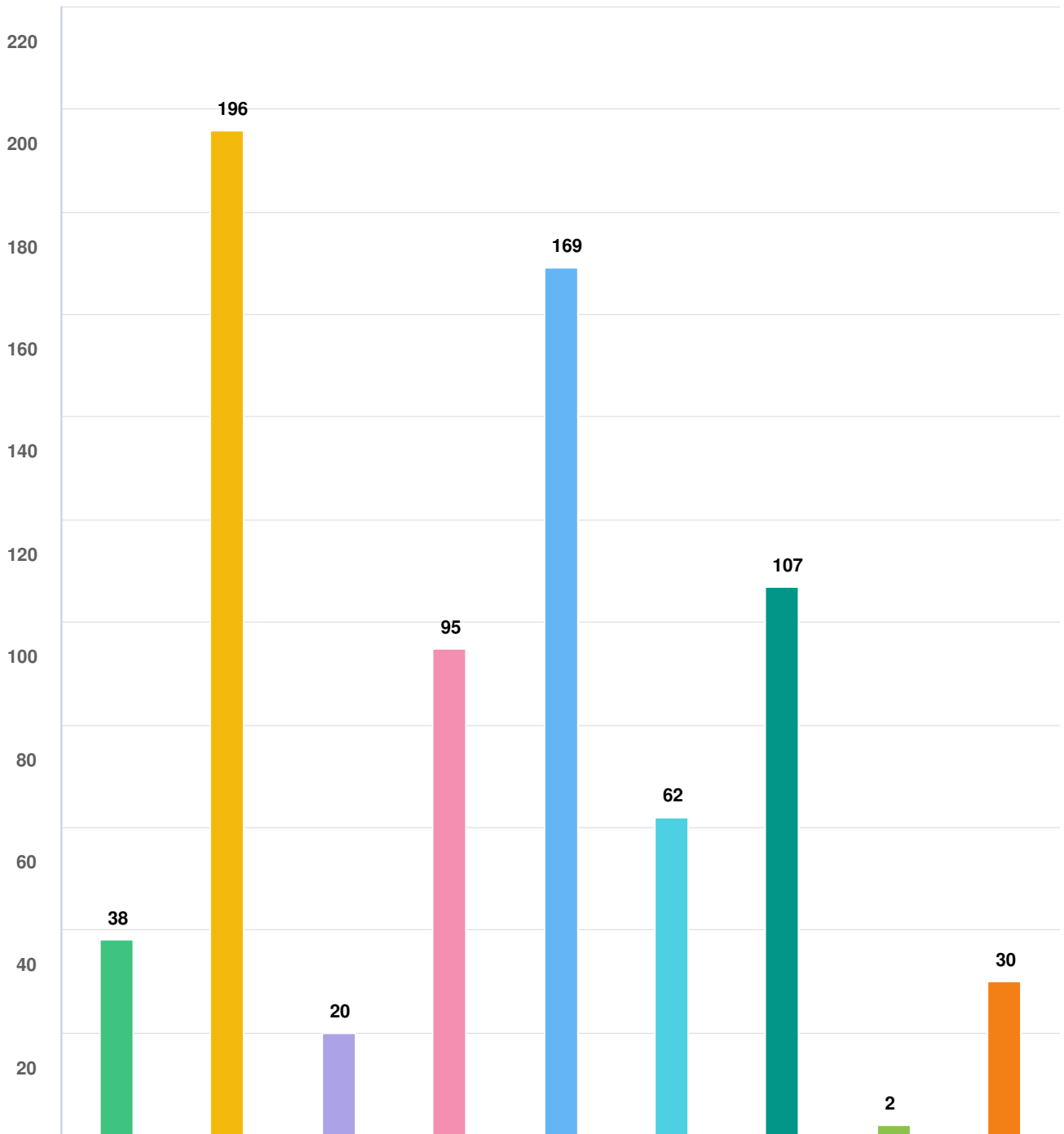


**Question options**

- Improvements for cars    
 ● Sidewalks and pathways improvements    
 ● Improvements for bicycle facilities
- Improvements for transit    
 ● Neighborhood connections    
 ● Accessibility improvements    
 ● Safety Improvements
- Landscaping    
 ● Other (please specify)

*Optional question (299 response(s), 2 skipped)*  
 Question type: Checkbox Question

**Q7 | What types of new opportunities along or near the Highway 43 corridor would you like to see the most (select all that apply)?**

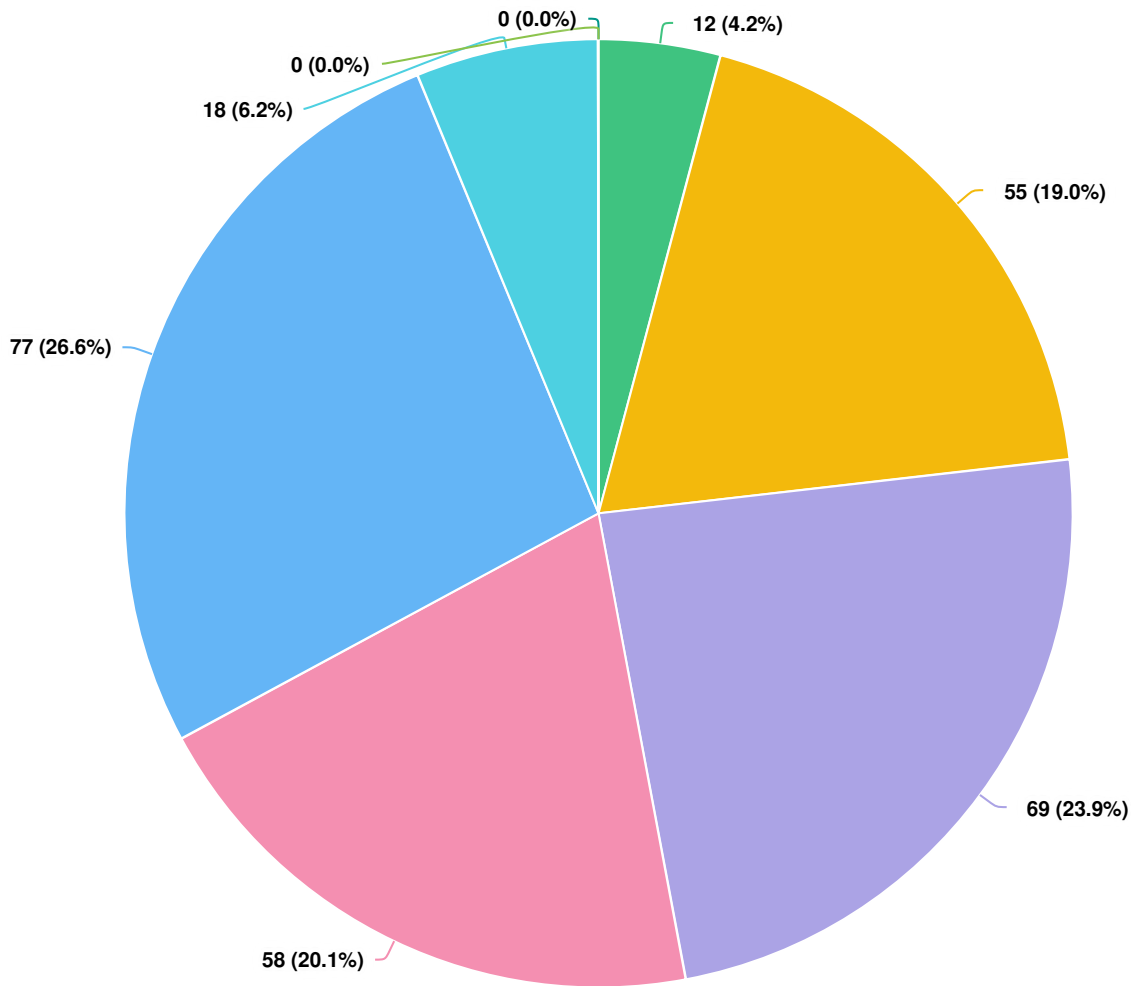


**Question options**

- More housing options    
 ● More places for shopping, eating, and recreation    
 ● Office space
- Places for community events and gathering    
 ● Green spaces like parks and trails    
 ● Small hotels & bed & breakfasts
- Mixed-use development    
 ● Other    
 ● Other (please specify)

*Optional question (287 response(s), 14 skipped)*  
 Question type: *Checkbox Question*

**Q9** Which of the following groups includes your age?

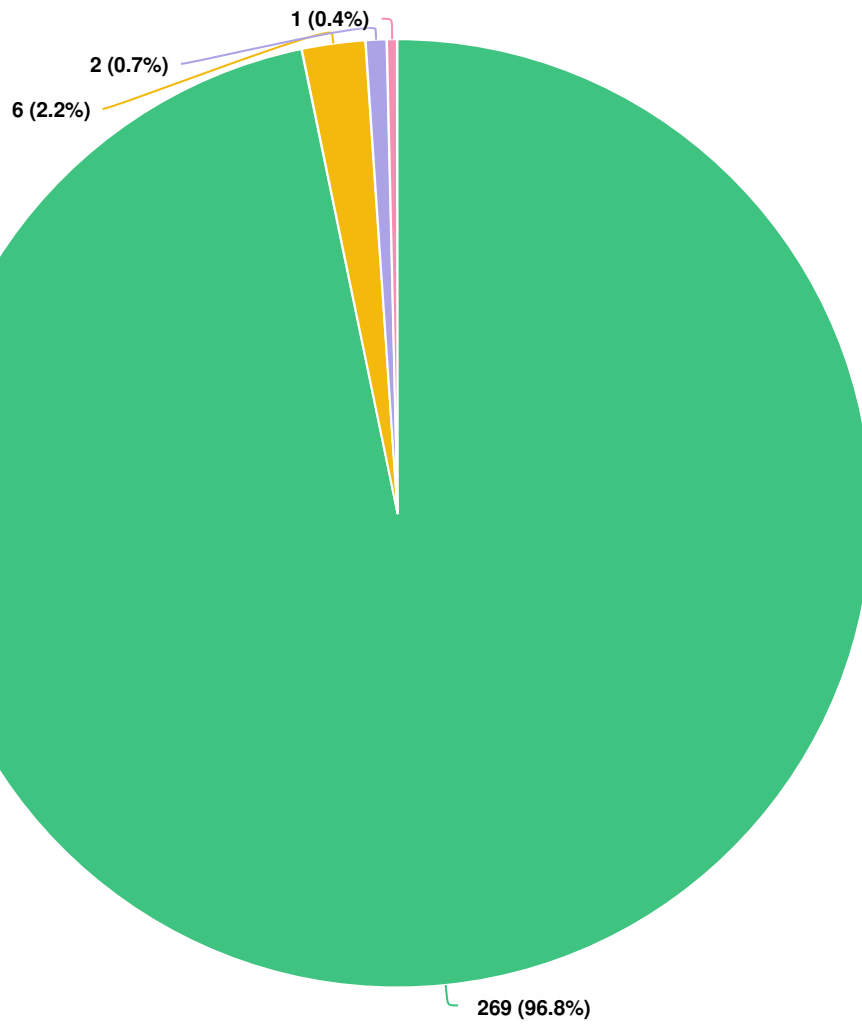


**Question options**

- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older
- Under 18
- 18-24

Optional question (289 response(s), 12 skipped)  
Question type: Dropdown Question

**Q10** Which of the following applies to you?



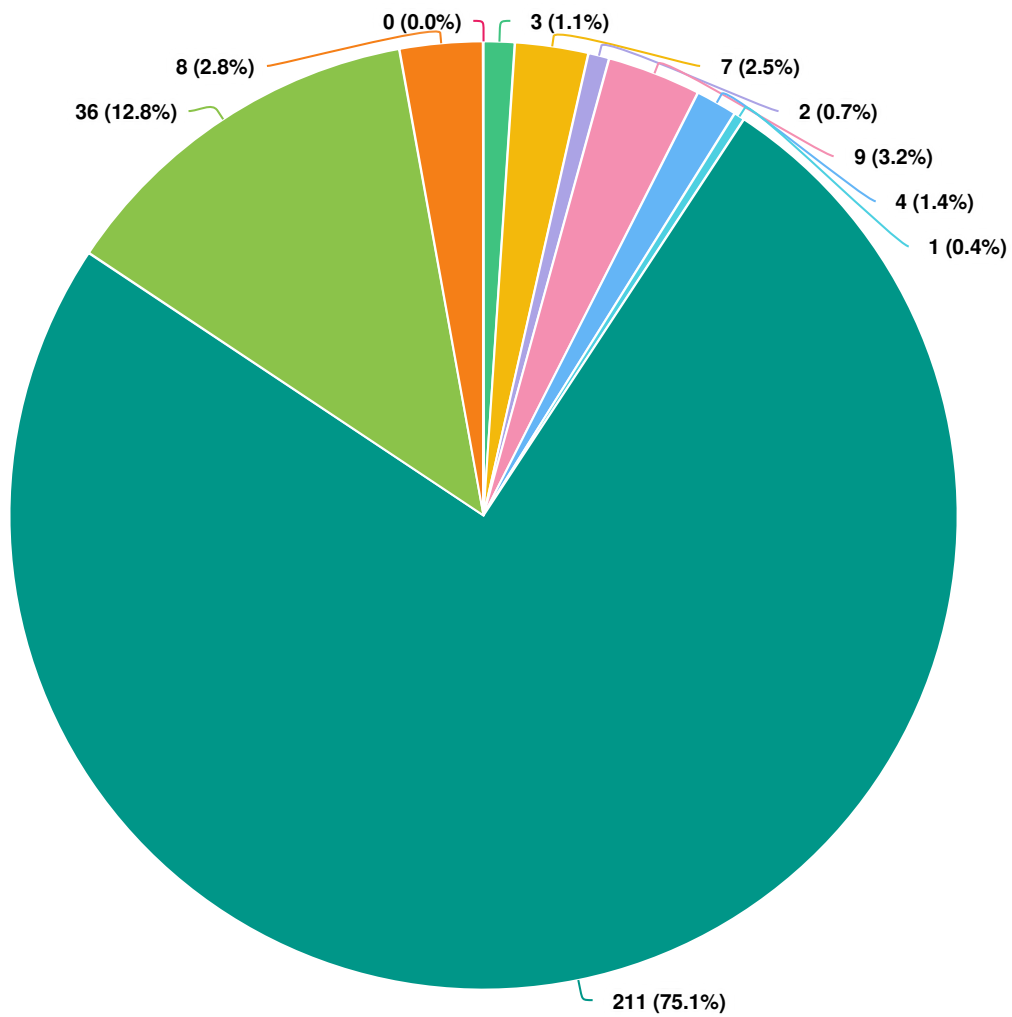
**Question options**

- I own my home
- I rent my home
- I neither rent nor own my home
- I prefer not to answer

*Optional question (278 response(s), 23 skipped)*  
*Question type: Dropdown Question*



**Q11 | Which of the following most accurately describes your race and ethnic identities?**  
 (Select all that apply)

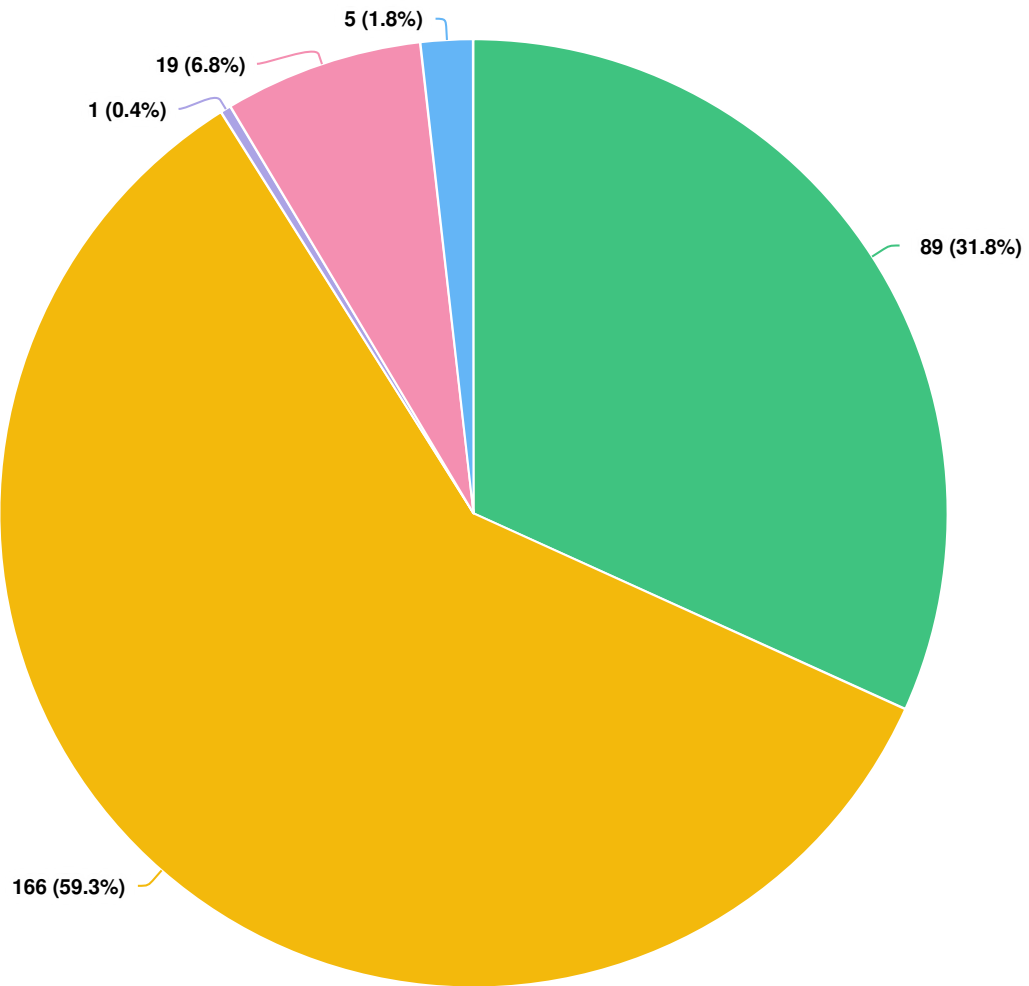


**Question options**

- First Nation/American Indian/Indigenous
 ● Asian, Asian American, or South Asian
● Black or African American
- Hispanic or Latino/a
 ● Middle Eastern/North African
● Pacific Islander
● White/European American
- I prefer not to answer
 ● If you prefer to self-identify your race/ethnicity, do so here: (open ended)
● Alaska Native

Optional question (281 response(s), 20 skipped)  
 Question type: Dropdown Question

**Q12** How do you identify yourself?

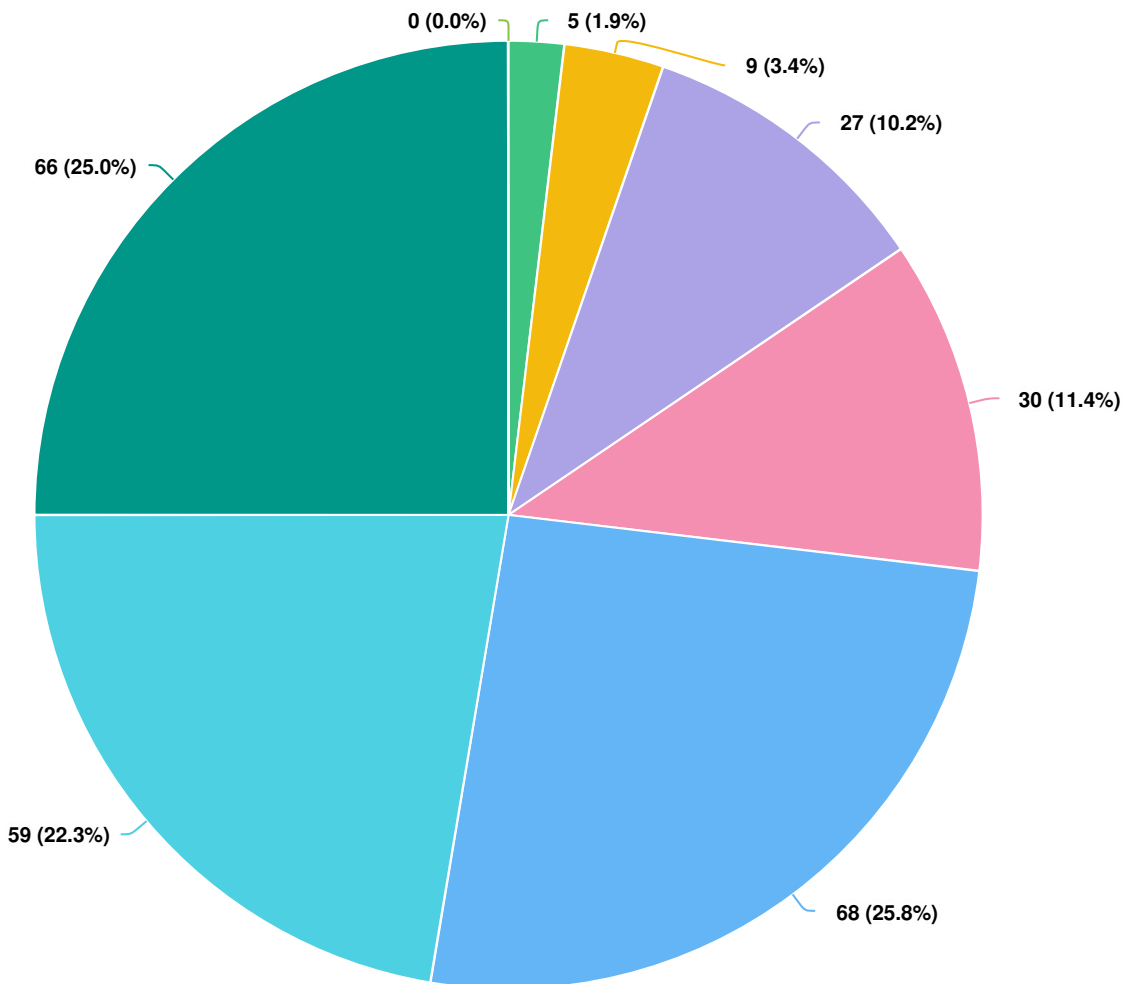


**Question options**

- Man
- Woman
- Non-binary
- I prefer not to answer
- If you prefer to self-identify your gender, do so here:

Optional question (280 response(s), 21 skipped)  
Question type: Dropdown Question

**Q13** Which of the following includes your yearly household income?



**Question options**

- \$15,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 or more
- Less than \$15,000

Optional question (264 response(s), 37 skipped)  
Question type: Dropdown Question