



## NEW FRANKLIN BOULEVARD PUBLIC ENGAGEMENT SUMMARY OCTOBER 2015

### Introduction

Franklin Boulevard has long served as a vital link that connects Springfield, Eugene and the University of Oregon. The City of Springfield has embarked on a project that will increase that connection and help make the Glenwood area a vibrant place to live, work and visit.

The Franklin Boulevard Redevelopment Project will construct modern urban standard improvements on the old Hwy 99 section, currently known as Franklin Boulevard, in Glenwood. The existing Franklin Boulevard (a.k.a. OR 126B, McKenzie Highway) lacks facilities for bicycles and pedestrians.

The City is committed to a public involvement process that clearly frames the key project information and questions, demonstrates responsiveness to public input when feasible, and actively reaches out to diverse stakeholders.

### Summary

The opportunities, amenities, and impacts of redesigning Franklin Boulevard are significant. The City of Springfield has worked hard to reduce impacts, as the project will include property acquisition and major construction activity. Sharing information with residents, businesses, property owners, corridor users, and Springfield leaders is essential early in the design process. Through in-person outreach, email communications, and phone conversations, we heard the following:



- I am concerned that Glenwood will change and residents will need to move.
- Why is the City changing to roundabouts? Why are they so close together?
- I don't like roundabouts.
- Roundabouts make sense.
- How will I cross the street without a traffic light?
- I like the new sidewalks and bike lanes.
- Is this the same project as the plans to redevelop Glenwood?
- When will the construction start?

- How is this project related to sewer improvements?
- How is the project connected to the concept of a riverside multi-use path?
- It will look beautiful; glad this is happening.
- Change is difficult. I am trying to adjust.
- I am excited about art in the roundabouts.
- I would like to see more parking.
- The project is too large, too many business impacts.
- Thank you for sharing the details; you have addressed my concerns.

## **Outreach Activities**

The project team focused on publicizing the Open House and building the email update list through meetings, door-to-door visits and outreach at public venues:

### **Meeting with Springfield Bicyclists, June 21, 2015**

Project Manager Kristi Krueger met with bicyclists from Springfield to describe the design and answer questions about how bicycles would navigate the roundabouts. Bicyclists were from local organizations and business such as GEARS, Springfield BPAC, and Hutch's Bicycle Store.

### **Glenwood Community Church, August 2, 2015**

Communicated with church members, shared the display boards, distributed postcards, and collected email addresses for the e-update list. The pastor posted the Open House invitation on the bulletin board.

### **Dari Mart, September 1, 18, and 23, 2015**

The project team stood outside Dari Mart in Glenwood with the display boards, talked to people about the project, distributed postcards, and collected email addresses for the e-update list.

### **Glenwood Water District Board, September 17, 2015**

The project invited members to the Open House and shared basic project materials. Participants offered suggestions about effective outreach and communication, and asked questions about the project.

### **Ponderosa Mobile Village Meeting, September 8, 2015**

Questions from residents in the Ponderosa Mobile Village resulted in a meeting with Kristi Krueger, Project Manager, and Courtney Greisel with Community Development for the City of Springfield. A postcard invitation was mailed and hand-delivered to residences in advance of the meeting. Approximately 35 residents attended the meeting at Roaring Rapids Pizza and participated in a respectful conversation with City Staff.

### **Postcard Mailing, Week of September 22, 2015**

The City of Springfield mailed postcards to all site addresses and property owners in Glenwood: a total of about 1314 postcards.

### **Mobile Home Parks, Month of September, 2015**

The project visited all mobile home parks in Glenwood, sharing the Open House postcard with the managers and inviting residents to the Open House. Mobile home parks include:

Ponderosa Village, Midway Manor, River Bank, Seaver, and Shamrock. Spanish language Open House invitations were delivered to Latino residents in Twin Totems and Eugene Mobile Village.

**Door-to-Door, Week of September 22, 2015**

Project team personally invited Franklin businesses to the Open House, as well as distributed postcards to the doorsteps of Glenwood residents.

**Civic Organizations, Week of September 22, 2015**

The project invited the Chamber of Commerce, City Club, Twin Rivers Rotary, and Springfield Downtown Rotary to the Open House, and requested that they consider the project for a Speaking Engagement this winter.

**Media, September and October, 2015**

City of Springfield staff sent media advisories and shared project information on several occasions. A preview of the Open House was reported in the Register Guard, and the event was covered by three local TV stations: KEZI, KMTR, and KVAL.

**Public Open House, September 30, 2015**

The event was well attended by 160 residents, businesses, corridor users, and civic leaders. See below for details.

**Meals on Wheels, Week of October 5, 2015**

Food for Lane County delivered informational flyers to individuals in Glenwood who receive Meals on Wheels and were unable to attend the Open House.

**Replies to Questions & Comments, February-October, 2015**

Project staff replied to questions posed by stakeholders via phone and email.

**E-Updates to Interested Parties, February-October, 2015**

Five project updates were sent to 550+ interested people, including residents, businesses, property owners, community leaders, committee members, and agency staff.

**Materials**

The project developed and used the following tools to communicate with the public:

- Project website: updated on a regular basis
- E-Updates: sent regular updates with graphics and website links
- Display boards: developed 2 informational displays for direct stakeholder outreach
- Open House postcard: mailed to all Glenwood addresses and





handed out at events. Spanish version distributed to Glenwood Latino residents

- Informational flyer: after listening to questions and concerns by the public, developed a flyer for use at the Open House and afterwards

## Open House Details

The Open House was held on Wednesday, September 30<sup>th</sup> from 5 pm to 7 pm at Roaring Rapids Pizza, 4006 Franklin Blvd in Glenwood.

***Approximately 160 individuals attended the event.***

The goal of the Open House was to share project information with the public and explain 30% design plans, renderings, and roundabout functions. Attendees appreciated the pizza and cookies served throughout the event.

The Open House was held in a large event hall at Roaring Rapids Pizza in Glenwood. For easy access, there were four identical stations of project maps and graphics, and one station on redevelopment and land use.

Project staff at the stations talked individually with members of the public, who asked questions and offered their opinions on the design, Glenwood redevelopment, and roundabouts.

Staff included the following individuals:

- Kristi Krueger, Project Manager, City of Springfield
- Steve Katko, Project Manager, CH2MHill
- Billy Adams, Design Manager, CH2MHill
- Kevin Cooley, Utilities Coordinator & Pavement Designer, CH2MHill
- Molly Markarian, Senior Planner, City of Springfield

The project materials included:

- 30% design of roundabouts, from McVay Hwy to Mississippi Ave
- Close up maps of each roundabout design
- Rendering of Franklin Blvd
- Two display boards showed an overview of the project, and roundabout information
- An informational flyer was handed out to Open House attendees

